

# Sprinklr (NYSE:CMX)

Tejasa Gavankar - SIF 2024

## Tear Sheet

**Business Description:**  
Sprinklr is a Unified CXM (Consumer Experience Management) platform that aims to enable every customer function for a company's front office. These could be functions such as customer service, sales and marketing and provides collaborative services across these traditional internal siloes.

They have 4 product suites:  
1) Insights - Listen and learn from market, customers and competitors to act in real-time

2) Service - Serve customers on the channels they choose, increasing satisfaction, driving loyalty and reducing costs.

## Investment Thesis:

Sprinklr's architecture, AI, enterprise grade platform and large repository and connections to public data sources are competitive advantages. Sprinklr is poised to be a strong AI company in the CXM SaaS sector, having predictive models in production since 2014, and now serving sector (and even client specific LLMs).

## Catalysts:

B2B Sales: Sprinklr has a land and expand strategy which means that they push for landing one product or product suite and then expand that to the broader product suite and even other product suites

AI Leader in CXM SaaS: Sprinklr is poised to be a strong AI company in the CXM SaaS sector, having predictive models in production since 2014, and now serving sector (and even client specific LLMs). 100 languages.

Partnerships - Sprinklr has a first mover advantage partnerships with companies like Amazon Connect, Twilio, TikTok, Snap. Some of these are exclusive partnerships to real-time data and privileged meta data.

## Risks:

Operating Margin: Sprinklr has not demonstrated consistent decrease in operating expenses, particularly from unclassified SG&A. The modelling predicts industry average operating margins as the company matures.

Executive Turnover: In the last year Sprinklr has turned over three C-suite positions, the CTO, CRO and CMO, reflecting a concern in its profitability and whether valuation could rise

Strong exposure to macro environment: Since Sprinklr's products are for customer exposure, they have a lot more dependence on the macro economy and client's marketing spend.

## Summary Statistics

	As of:	October 5th, 2023
Stock Rating:		Buy
Price Estimate		\$17.00
Valuation Range (Low / High)		\$21.41 / \$16.51
Current Price		\$12.27
52 Week Low / High		\$9.79 / \$17.14
% Upside		38.55%
Market Beta		0.88
Dividend Yield		0.0%
Fully Diluted Shares Outstanding (MM)		277.9
<b>Market Capitalization (\$MM)</b>		\$3,409.5
+ Debt (\$MM)		\$0.0
+ Preferred Stock (\$MM)		\$0.0
+ Minority Interest (\$MM)		\$188.4
<b>Enterprise Value (\$MM)</b>		\$3,221.1

## Financial Projections for Year Ending December 31

All numbers in \$MM except per share data:

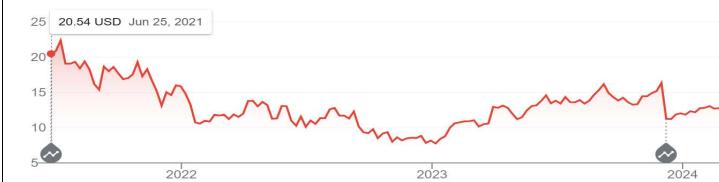
	2023A	2024E	2025E	2026E	2027E	2028E
Revenue	\$618.2	\$770.9	\$945.9	\$1,141.7	\$1,355.2	\$1,561.5
YoY Growth	25.3%	24.7%	22.7%	20.7%	18.7%	16.7%
EBITDA	-\$41.6	-\$10.7	\$63.1	\$145.1	\$255.9	\$399.7
YoY Growth	(58.9%)	(74.3%)	(86.4%)	130.1%	75.0%	57.4%
Net Income	-\$55.3	-\$16.4	\$40.3	\$103.3	\$186.9	\$299.0
YoY Growth	(50.9%)	(70.4%)	(34.6%)	156.3%	81.0%	60.0%
Diluted EPS	\$1.66	-\$0.06	\$0.15	\$0.40	\$0.72	\$1.15
YoY Growth	23.9%	(103.8%)	(346.5%)	156.3%	81.0%	60.0%
FCF	(\$102.4)	(\$142.9)	(\$25.0)	\$36.4	\$113.5	\$220.5
CapEx	\$16.5	\$16.8	\$17.2	\$17.6	\$18.0	\$18.4
EV/Sales	5.21x	4.18x	3.41x	2.82x	2.38x	2.04x
EV/EBITDA	-77.37x	-301.09x	51.08x	22.21x	12.69x	8.06x
Debt/EBITDA	0.00x	0.00x	0.00x	0.00x	0.00x	0.00x

## Comparables Analysis

All numbers in \$MM except per share data and ratios:

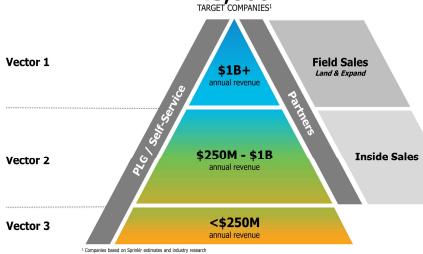
	Ratios (mean)	Ratios (median)	Valuation
EV to Sales based	11.7	10.96	\$ 7,231
Price to book based	13.8	12.92	\$ 13,243
Market Cap (current)			\$ 3,409

## Historical Stock Price (Last 3 Years)



## Go-to-Market Strategy

43,000 TARGET COMPANIES



## Consistently Selling More Than a Single Product Suite

Total Customers: 1,428 (14%)

Customers with 4 suites: 228 (30%)

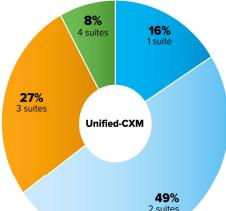
Customers with 1 suite: 143 (2%)

2024 CAGR: 953 (FY20), 152 (FY21), 105 (FY22), 143 (FY23)

## ...Coupled With a Multi-Product Suite Initial Sale

For year ended FY23

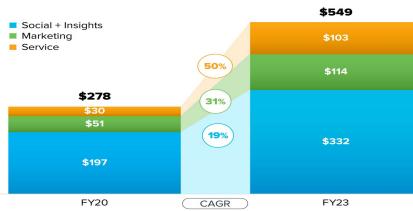
GTM motion geared towards selling multiple product suites in initial sale.  
Increasing ARR per customer while creating stickiness in the platform offering.



## Revenue by Product Suite

\$ in Millions

Strong growth across every product suite.  
Sprinklr Service achieves scale.



## **Model Instructions**

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### **DCF**

- 1 Only hardcode text into cells that are blue font...the black cells are formulas and are driven from the inputs
- 2 Insert the key info into the Company Info box on Assumptions Sheet and fill in the historical financials (Income Statement and Balance Sheet)
- 3 On the assumptions page, the historical growth rates/ratios will automatically populate, then fill out your assumptions in the dotted boxes. Depending what scenario you toggle to, the correct assumption will toggle through
- 4 Project out company's financials, CapEx, D&A, and Balance Sheet items. (NWC will calculate automatically)
- 5 Fill out company's debt structure in the "Capitalization" Tab to calculate their annual interest expense and WACD (weighted avg. cost of debt) for WACC
- 6 Calculate WACC
- 7 Toggle the scenarios to get the DCF outputs per share to put in the outcomes box on the assumptions tab
- 8 Fill out Tearsheet

### **Comps**

- 1 Pick out comp set on CapIQ and download the page of all the financial information of the comp set to excel. (Doesn't have to be as many companies as there are listed on the template, could be more, or less)
- 2 Once downloaded, take the tab that has the "Financial Data" of the comp set and copy and paste that data into the "Financial Data" Tab in the model in the same cells (Also copy and paste in your target company's information  
*\*\*Note, don't just copy and replace the entire page, if you do, the formulas on the Comps page will get mixed up*
- 3 The information should flow through to the "Comps" page and give you an implied valuation for your target company based on both LTM and NTM numbers
- 4 The implied valuation flows into the outputs box on the assumptions page to help calculate Target Price

You can adjust how you want to calculate the target price in that box...it doesn't need to be the avg. of all the cases...that's just the default case

<b>Company Common</b>	<b>Enterprise</b>	<b>Price to Book</b>	<b>Market Cap</b>
Braze Inc	11.90	12.92	5,698,007,708.38
Salesforce Inc	8.28	5.17	283,430,400,000.00
Sprout Social Inc	10.59	24.89	3,574,097,977.45
Freshworks Inc	8.12	5.60	6,033,230,203.50
ServiceNow Inc	17.24	20.69	158,048,850,000.00
Datadog Inc	19.13	21.01	42,550,986,578.76
Workday Inc	10.96	12.14	80,446,440,000.00
Twilio Inc	1.80	1.08	10,502,296,424.62
ServiceNow Inc	17.24	20.69	158,048,850,000.00
Average	11.70	13.80	83,148,128,765.86
Median	10.96	12.92	
Sprinklr Inc	4.04	5.29	3,500,319,989.34
EV to Sales based	6,776.37		
P2B based	13,242.52		
Marketcap	3,409.46		

## Assumptions for Sprinklr

Valuation Prepared by  
Recommendation

Tejana Gavankar SIF 2023  
BUY

Company Information	Input	Definition
Company Name	Spinklr	"name"
Ticker	XXNL	"ticker"
Industry	N/A	"industry"
Valuation Date	22/2/2024	"valdate"
Last Fiscal Year End	31/12/2023	"FYE"
Last Share Price	\$ 12.27	"sharepr"
Basic Shares	277.9	"shares"
Diluted Share	260.0	"dilutedshrs"
Market Cap (\$MM)	\$ 3,409.5	"marketcap"
S2-Wk High Price	\$ 17.14	"high"
S2-Wk Low Price	\$ 9.79	"low"
Dividend Yield	0.00%	"yield"
Beta	0.88	"beta"
Total Debt (\$MM)	\$ -	"totaldebt"
Minority Interest (\$MM)	\$ -	"minorintst"
Preferred Stock (\$MM)	\$ -	"prefstock"
Cash & Cash Equivalents (\$MM)	\$ 188.4	"cash"

Scenarios	1
Base	1
Bull	2
Bear	3

## Ratios & Assumptions

	Historical Year Ending December 31,			Projected Year Ending December 31,					
	2020	2021	2022	2023	2024	2025	2026	2027	2028
Revenue Growth	19.52%	27.26%	25.55%	-24.70%	22.70%	20.70%	18.70%	16.70%	10.15%
Base					16.15%	16.15%	14.15%	12.15%	
Bull					24.70%	22.70%	20.70%	18.70%	16.70%
Bear					11.60%	9.60%	7.60%	5.60%	3.60%
Cost of Goods Sold (as % of Revenue)	31.6%	31.55%	29.97%	26.49%	26.49%	26.49%	26.49%	26.49%	26.49%
Base					26.49%	26.49%	26.49%	26.49%	26.49%
Bull					19.49%	19.49%	19.49%	19.49%	19.49%
Bear					34.49%	34.49%	34.49%	34.49%	34.49%
Operating Margin	-10.9%	-6.4%	-17.7%	-8.2%	-2.00%	6.00%	12.00%	18.00%	24.51%
Base					-2.00%	6.00%	12.00%	18.00%	24.51%
Bull					3.00%	11.00%	17.00%	23.00%	29.51%
Bear					-7.00%	1.00%	7.00%	13.00%	19.51%
DA&A (as % of Net PP&E)	3.25%	3.30%	3.30%	3.30%	3.29%	3.29%	3.29%	3.29%	3.29%
Base					3.29%	3.29%	3.29%	3.29%	3.29%
Bull					-0.71%	-0.71%	-0.71%	-0.71%	-0.71%
Bear					7.29%	7.29%	7.29%	7.29%	7.29%
CapEx (as % of Sales)	1.59%	1.67%	2.52%	2.66%	2.29%	2.29%	2.29%	2.29%	2.29%
Base					2.29%	2.29%	2.29%	2.29%	2.29%
Bull					1.79%	1.79%	1.79%	1.79%	1.79%
Bear					2.79%	2.79%	2.79%	2.79%	2.79%
Interest Income (as % of Sales)	-0.37%	-2.00%	-0.95%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Base					0.30%	0.30%	0.30%	0.30%	0.30%
Bull					0.50%	0.50%	0.50%	0.50%	0.50%
Bear					0.00%	0.00%	0.00%	0.00%	0.00%
Income/(Loss) From Affiliates (as % of Sales)	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%
Base					0.00%	0.00%	0.00%	0.00%	0.00%
Bull					1.50%	1.50%	1.50%	1.50%	1.50%
Bear					0.50%	0.50%	0.50%	0.50%	0.50%
Days Sales Outstanding	123.3x	108.9x	122.0x	122.2x	117.5x	117.5x	117.5x	117.5x	117.5x
Base					117.7x	117.7x	117.7x	117.7x	117.7x
Bull					97.5x	97.5x	97.5x	97.5x	97.5x
Bear					137.7x	137.7x	137.7x	137.7x	137.7x
Days Sales of Inventory	0.0x	0.0x	0.0x	0.0x	0.0x	0.0x	0.0x	0.0x	0.0x
Base					0.0x	0.0x	0.0x	0.0x	0.0x
Bull					10.0x	-10.0x	-10.0x	-10.0x	-10.0x
Bear					10.0x	10.0x	10.0x	10.0x	10.0x
Days Payable Outstanding (A/P)	50.0x	38.5x	66.2x	51.6x	51.6x	51.6x	51.6x	51.6x	51.6x
Base					51.6x	51.6x	51.6x	51.6x	51.6x
Bull					66.6x	66.6x	66.6x	66.6x	66.6x
Bear					36.6x	36.6x	36.6x	36.6x	36.6x
Days Payable Outstanding (Accrued)	#REF!	#REF!	#REF!	7.0x	6.0x	5.0x	5.0x	5.0x	5.0x
Base					10.0x	10.0x	10.0x	10.0x	10.0x
Bull					15.0x	15.0x	15.0x	15.0x	15.0x
Bear					7.0x	7.0x	7.0x	7.0x	7.0x
Deferred Tax Assets (Curr.)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Base					\$ -	\$ -	\$ -	\$ -	\$ -
Bull					\$ -	\$ -	\$ -	\$ -	\$ -
Bear					\$ -	\$ -	\$ -	\$ -	\$ -
Other Current Assets	\$ 37.83	\$ 51.61	\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10
Base					\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10
Bull					\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10
Bear					\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10	\$ 54.10
Uncalled Revenue	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!	#REF!
Base					#REF!	#REF!	#REF!	#REF!	#REF!
Bull					#REF!	#REF!	#REF!	#REF!	#REF!
Bear					#REF!	#REF!	#REF!	#REF!	#REF!
Other Current Liabilities	\$ 232.10	\$ 296.97	\$ 341.89	\$ 341.89	\$ 341.89	\$ 341.89	\$ 341.89	\$ 341.89	\$ 341.89
Base					\$ 341.89	\$ 341.89	\$ 341.89	\$ 341.89	\$ 341.89
Bull					\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00	\$ 10.00
Bear					\$ 14.00	\$ 14.00	\$ 14.00	\$ 14.00	\$ 14.00
Dividend Growth Rate	-	#DIV/0!	#DIV/0!	1.00%	1.00%	1.00%	1.00%	1.00%	1.00%
Base					1.00%	1.00%	1.00%	1.00%	1.00%
Bull					2.00%	2.00%	2.00%	2.00%	2.00%
Bear					0.00%	0.00%	0.00%	0.00%	0.00%

Share Price Outputs	Method	Comps
Scenario	DCF	
Base	\$ 17.50	\$ 20.41
Bull	\$ 11.00	\$ 22.09
Bear	\$ 24.00	\$ 18.83
Target Price	\$ 17.00	

DCF Outputs**	
Base	\$ 58.51
Bull	\$ 85.07
Bear	\$ 31.50

DCF \$ 14.47

\*\*Run each scenario and manually insert DCF outputs into the

## Marketing Automation Industry

2024	Revenue in Bill	CAGR
2028	8.55	#NAME?

## Hubspot (Competitors)

2019	Revenue ( millions )	CAGR
2023	1730	#NAME?

Mature SaaS has 49% operating expenses

Gross Profit Margin: Why You Should Care, And How You Can Improve It (crunchbase.com)

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ose cells

**Balance Sheet for Sprinklr**

(Dollars in Millions unless stated)

	Historical Year Ending December 31,					Projected Year Ending December 31,				
	2020	2021	2022	2023	2024	2025	2026	2027	2028	
<b>Current Assets</b>										
Short-Term Investments - Total	\$ -	\$ 212.7	\$ 211.0	\$ 390.2	\$ 390.2	# \$	390.2	# \$	390.2	# \$ 390.2
Cash & Equivalents	\$ 10.5	\$ 68.0	\$ 321.4	\$ 188.4	\$ 188.4	\$	188.4	\$	188.4	\$ 188.4
<b>Total Cash &amp; ST Investments</b>	<b>\$ 10.5</b>	<b>\$ 280.7</b>	<b>\$ 532.4</b>	<b>\$ 578.6</b>	<b>\$ 578.6</b>	# \$	578.6	# \$	578.6	# \$ 578.6
Accounts Receivables	\$ 111.2	\$ 117.1	\$ 166.8	\$ 209.8	\$ 252.0	\$	309.3	\$ 373.3	\$ 443.1	\$ 517.1
Inventory					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Prepaid Expenses	\$ 36.1	\$ 62.5	\$ 54.4	\$ 20.0	\$ 20.0	\$	20.0	\$ 20.0	\$ 20.0	\$ 20.0
Restricted Cash					\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Deferred Tax Assets, Curr.	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Other Current Assets	\$ 26.8	\$ 37.8	\$ 51.6	\$ 54.1	\$ 54.1	\$	54.1	\$ 54.1	\$ 54.1	\$ 54.1
<b>Total Current Assets</b>	<b>\$ 184.6</b>	<b>\$ 498.1</b>	<b>\$ 805.3</b>	<b>\$ 862.5</b>	<b>\$ 904.8</b>	<b>\$ 962.0</b>	<b>\$ 1,026.0</b>	<b>\$ 1,095.8</b>	<b>\$ 1,169.8</b>	
Gross Property, Plant & Equipment					\$ 16.8	\$ 34.0	\$ 51.6	\$ 69.6	\$ 88.1	
Accumulated Depreciation					\$ (5.5)	\$ (11.3)	\$ (11.4)	\$ (17.4)	\$ (17.7)	
<b>Total Non-Current Assets</b>	<b>\$ 83.7</b>	<b>\$ 99.0</b>	<b>\$ 114.8</b>	<b>\$ 162.5</b>						
<b>Liabilities</b>										
Trade Accounts Payable & Accruals - Short-Term	\$ 10.5	\$ 17.0	\$ 15.8	\$ 30.1	\$ 29.2	\$	29.2	\$ 35.9	\$ 43.3	\$ 51.4
Trade Accounts & Trade Notes Payable - Short-Term	\$ -	\$ -	\$ -	\$ -						
Accrued Expenses - Short-Term	\$ 40.0	\$ 51.8	\$ 79.7	\$ 76.6						
Curr. Portion of Leases	\$ -	\$ -	\$ -	\$ 7.1	\$ 7.1	\$	7.1	\$ 7.1	\$ 7.1	\$ 7.1
Other Current Liabilities	\$ 205.9	\$ 232.1	\$ 297.0	\$ 341.9	\$ 341.9	\$	341.9	\$ 341.9	\$ 341.9	\$ 341.9
Deferred Income - Short-Term	\$ 193.5	\$ 221.4	\$ 279.0	\$ 324.1						
Other Current Liabilities	\$ 12.4	\$ 10.7	\$ 17.9	\$ 17.8						
<b>Total Current Liabilities</b>	<b>\$ 256.4</b>	<b>\$ 300.9</b>	<b>\$ 392.5</b>	<b>\$ 455.8</b>	<b>\$ 378.3</b>	<b>\$ 378.3</b>	<b>\$ 384.9</b>	<b>\$ 392.3</b>	<b>\$ 400.4</b>	

**Income Statement for Sprinklr**

(Dollars in Millions unless stated)

-1

	Historical Year Ending December 31,				Projected Year Ending December 31,				
	2020	2021	2022	2023	2024	2025	2026	2027	2028
<b>Revenue</b>									
Revenue	<b>324.28</b>	<b>\$ 386.9</b>	<b>\$ 492.4</b>	<b>\$ 618.2</b>	<b>\$ 770.9</b>	<b>\$ 945.9</b>	<b>\$ 1,141.7</b>	<b>\$ 1,355.2</b>	<b>\$ 1,581.5</b>
<b>Total Revenues</b>	<b>324.28</b>	<b>\$ 386.9</b>	<b>\$ 492.4</b>	<b>\$ 618.2</b>	<b>\$ 770.9</b>	<b>\$ 945.9</b>	<b>\$ 1,141.7</b>	<b>\$ 1,355.2</b>	<b>\$ 1,581.5</b>
Cost of Good Sold	-123.16	\$ (122.1)	\$ (147.6)	\$ (163.7)	\$ (204.2)	\$ (250.5)	\$ (302.4)	\$ (358.9)	\$ (418.9)
<b>Gross Profit</b>	<b>201.12</b>	<b>\$ 264.9</b>	<b>\$ 344.8</b>	<b>\$ 454.5</b>	<b>\$ 566.7</b>	<b>\$ 695.4</b>	<b>\$ 839.3</b>	<b>\$ 996.2</b>	<b>\$ 1,162.6</b>
Selling General & Admin Exp. (Unclassified)	-195.44	0	-212.72	0	-325.04	0	-387.49	\$ (486.0)	\$ (533.1)
Stock Related Compensation	-8.22	0	-36.6	0	-39.47	0	-41.06	\$ (586.3)	\$ (628.1)
Research & Development Expense	-32.48	0	-40.28	0	-60.59	0	-76.66	\$ (96.1)	\$ (105.5)
Advertising	-0.3	0	-0.2	0	-6.8	0	0	\$ (116.0)	\$ (124.3)
<b>Selling General &amp; Admin Exp. Total</b>	<b>-236.44</b>	<b>0</b>	<b>-289.8</b>	<b>0</b>	<b>-431.9</b>	<b>0</b>	<b>-505.21</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Operating Income</b>	<b>-35.32</b>	<b>\$ (25.0)</b>	<b>\$ (87.1)</b>	<b>\$ (50.8)</b>	<b>\$ (15.4)</b>	<b>\$ 56.8</b>	<b>\$ 137.0</b>	<b>\$ 243.9</b>	<b>\$ 387.7</b>
Interest Expense	-1.2	\$ (7.7)	\$ (4.7)		\$ (5.0)	\$ (5.0)	\$ (5.0)	\$ (5.0)	\$ (5.0)
Investment Income		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<i>Income/ (Loss) From Affiliates</i>		\$ -	\$ -	\$ -	\$ 6.2	\$ 7.6	\$ 9.1	\$ 10.8	\$ 12.7
Currency Exchange Gains (Loss)	-1.2	\$ (2.2)	\$ (1.4)		\$ (1.8)	\$ (1.8)	\$ (1.8)	\$ (1.8)	\$ (1.8)
Other Non-Operating Inc. (Exp.)	0.27	\$ (0.9)	\$ (0.4)	\$ 3.8	\$ 0.8	\$ 0.8	\$ 0.8	\$ 0.8	\$ 0.8
Litigation		\$ (12.0)	\$ -		\$ (6.0)	\$ (6.0)	\$ (6.0)	\$ (6.0)	\$ (6.0)
<b>Earnings Before Income Taxes</b>	<b>-37.45</b>	<b>\$ (35.8)</b>	<b>\$ (105.6)</b>	<b>\$ (47.0)</b>	<b>\$ (21.2)</b>	<b>\$ 52.3</b>	<b>\$ 134.2</b>	<b>\$ 242.8</b>	<b>\$ 388.4</b>
Income Taxes	3.33	\$ 3.8	\$ 6.9	\$ 8.3	\$ 4.9	\$ (12.0)	\$ (30.9)	\$ (55.8)	\$ (89.3)
<b>Earnings after tax</b>	<b>-40.78</b>	<b>0</b>	<b>\$ (39.5)</b>	<b># \$ (112.5)</b>	<b># \$ (55.3)</b>	<b>\$ (16.4)</b>	<b>\$ 40.3</b>	<b>\$ 103.3</b>	<b>\$ 186.9</b>
Minority Int. in Earnings		\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Net Income</b>		<b>\$ (39.5)</b>	<b>\$ (112.5)</b>	<b>\$ (55.3)</b>	<b>\$ (16.4)</b>	<b>\$ 40.3</b>	<b>\$ 103.3</b>	<b>\$ 186.9</b>	<b>\$ 299.0</b>
<b>Supplemental Information</b>									
	2020	2021	2022		2023	2024	2025	2026	2027
Diluted EPS	\$ 0.54	\$ 1.34	\$ 1.66		\$ (0.06)	\$ 0.15	\$ 0.40	\$ 0.72	\$ 1.15
Dividends Paid	\$ -	\$ -	\$ -		\$ -	\$ -	\$ -	\$ -	\$ -
Depreciation & Amortization	\$ 3.2	\$ 3.8	\$ 5.4		\$ 5.5	\$ 5.7	\$ 5.9	\$ 6.1	\$ 6.3
<b>EBITDA</b>	<b>\$ (31.7)</b>	<b>\$ (101.3)</b>	<b>\$ (41.6)</b>		<b>\$ (10.7)</b>	<b>\$ 63.1</b>	<b>\$ 145.1</b>	<b>\$ 253.9</b>	<b>\$ 399.7</b>
CapEx	-5.17	0	-6.48	0	-12.41	0	-16.45	\$ (16.8)	\$ (17.2)
Net Working Capital	\$ (82.3)	\$ (83.5)	\$ (119.6)	\$ (171.9)	\$ (52.1)	\$ 5.1	\$ 62.5	\$ 124.8	\$ 190.7
Change in Working Capital			\$ (36.13)	\$ (52.21)	\$ 119.71	\$ 57.22	\$ 57.38	\$ 62.38	\$ 65.90
<b>Margins &amp; Growth</b>									
<b>Margins</b>									
Gross Margin	68.4%	70.0%	73.5%		73.5%	73.5%	73.5%	73.5%	73.5%
EBITDA Margin	-8.2%	-20.6%	-6.7%		-1.4%	6.7%	12.7%	18.7%	25.3%
Operating Margin	-6.4%	-17.7%	-8.2%		-2.0%	6.0%	12.0%	18.0%	24.5%
Net Income Margin	-10.2%	-22.8%	-8.9%		-2.1%	4.3%	9.0%	13.8%	18.9%
<b>Growth</b>									
Revenue		27.3%	25.5%		24.7%	22.7%	20.7%	18.7%	16.7%
Total Revenues		27.3%	25.5%		24.7%	22.7%	20.7%	18.7%	16.7%
Cost of Goods Sold		20.9%	11.0%		24.7%	22.7%	20.7%	18.7%	16.7%
Selling General & Admin Exp.		52.8%	19.2%		25.4%	9.7%	10.0%	7.1%	3.0%
Depreciation & Amortization		17.7%	41.4%		3.3%	3.3%	3.3%	3.3%	3.3%
EBITDA		220.2%	-58.9%		-74.3%	-689.4%	130.1%	75.0%	57.4%
Operating Income		248.9%	-41.7%		-69.6%	-468.1%	141.4%	78.1%	58.9%
Net Income		184.4%	-50.9%		-70.4%	-346.5%	156.3%	81.0%	60.0%
EPS		148.1%	23.9%		-103.8%	-346.5%	156.3%	81.0%	60.0%

2022 FCF	
EBIT	\$ (50.8)
Less: Tax	\$ 11.7
NOPAT	\$ (39.1)
Plus: D&A	\$ 5.36
Less: CapEx	\$ (16.45)
Less: NWC	\$ (52.2)
FCF	\$ (102.4)

Company Fundamentals - Cash Flow					
Company Name	Sprinklr Inc (CXM)				
Country of Exchange	United States of America				
Country of Headquarters	United States of America				
TRBC Industry Group	Software & IT Services				
CF Template	IND				
Consolidation Basis	Consolidated				
Scaling	Millions				
Period	Annual				
Export Date	22-02-2024				
Statement Data		2020	2021	2022	2023
Period End Date		31-01-2020	31-01-2021	31-01-2022	31-01-2023
Statement Date		29-04-2021	29-04-2021	30-01-2022	30-01-2023
Standardized Currency		USD	USD	USD	USD
Template Type		Industrial - Indirect	Industrial - Indirect	Industrial - Indirect	Industrial - Indirect

Cash Flow - Standardized (Currency: Standardized)				
Field Name	30-01-2020	30-01-2021	30-01-2022	30-01-2023
<strong>Operating Cash Flow - Indirect</strong>				
Profit/(Loss) - Starting Line - Cash Flow	-39.15	-41.18	-111.5	-55.74
Non-cash Items & Reconciliation Adjustments - Cash Flow	15.83	55.18	72.23	75.70
Financial Income/(Expense) - Cash Flow - to Reconcile	0	5.52	3.27	0
Other Non-Cash Items & Reconciliation Adjustments - Cash Flow - to Reconcile	1.28	-0.02	10.54	7.97
Depreciation, Depletion & Amortization including Impairment - Cash Flow - to Reconcile	4.42	5.69	8.06	12.05
Depreciation & Depletion - Property, Plant & Equipment - Cash Flow - to Reconcile	4.42	5.69	8.06	12.05
Deferred Income Taxes & Income Tax Credits - Cash Flow - to Reconcile	-0.03	0.11	0.24	0.17
Share Based Payments - Cash Flow - to Reconcile	10.17	43.88	50.13	55.52
Cash Flow from Operating Activities before Changes in Working Capital	-23.31	14.00	-39.24	19.96
Working Capital - Increase/Decrease) - Cash Flow	42.28	-6.69	6.32	6.70
Accounts Receivables - Decrease/(Increase) - Cash Flow	-11.55	-9.78	-47.09	-44.75
Prepaid Expenses - Decrease/(Increase) - Cash Flow	-22.56	-27.86	-8.22	29.09
Other Assets - Decrease/(Increase) - Cash Flow	-10.30	-4.71	-6.76	-24.38
Accounts Payable - Increase/(Decrease) - Cash Flow	-10.18	6.08	-1.09	14.46
Accrued Expenses - Increase/(Decrease) - Cash Flow	6.98	12.29	25.51	-5.31
Operating Lease Liabilities - Increase/(Decrease) - Cash Flow				-6.34
Other Liabilities - Increase/(Decrease) -Total - Cash Flow	89.90	17.31	43.98	43.92

<b>Net Cash Flow from Operating Activities</b>	<b>18.97</b>	<b>7.31</b>	<b>-32.92</b>	<b>26.66</b>
<b>Investing Cash Flow</b>				
Capital Expenditures - Net - Cash Flow	5.17	6.48	12.41	16.45
Property, Plant & Equipment - Purchased/(Sold) - Net - Cash Flow	2.63	2.70	6.15	6.09
Property, Plant & Equipment - Purchased - Cash Flow	2.63	2.70	6.15	6.09
Intangible Assets - Purchased/(Sold) - Net - Total - Cash Flow	2.53	3.78	6.26	10.36
Software Development Costs - Cash Flow	2.53	3.78	6.26	10.36
Capital Expenditures - Total	5.17	6.48	12.41	16.45
Acquisition & Disposals of Business - Assets - Sold/(Acquired) - Net - Cash Flow	<b>-6.50</b>	0	<b>-3.62</b>	0
Acquisition of Business - Cash Flow	6.50	0	3.63	0
Investments excluding Loans - Decrease/(Increase) - Cash Flow	0	<b>-213.0</b>	0.38	<b>-177.0</b>
Investment Securities - Unclassified - Sold/(Purchased) - Net - Total - Cash Flow	0	<b>-213.0</b>	0.38	<b>-177.0</b>
Investment Securities - Sold/Matured - Unclassified - Cash Flow	0	0	268.2	639.7
Investment Securities - Purchased - Unclassified - Cash Flow	0	213.0	267.8	816.7
<b>Net Cash Flow from Investing Activities</b>	<b>-11.67</b>	<b>-219.5</b>	<b>-15.65</b>	<b>-193.5</b>
<b>Financing Cash Flow</b>				
Stock - Total - Issuance/(Retirement) - Net - Cash Flow	1.97	197.4	303.1	34.97
Stock - Issuance/(Retirement) - Net - Excluding Options/Warrants - Cash Flow	0	173.5	283.1	10.23
Stock - Common - Issuance/(Retirement) - Net - Cash Flow	0	<b>-5.87</b>	283.1	10.23
Stock - Common - Issued/Sold - Cash Flow			283.1	10.23
Stock - Common - Repurchased/Retired - Cash Flow	0	5.87		0
Stock - Preferred - Issuance/(Retirement) - Net - Cash Flow	0	179.3		0
Stock - Preferred - Issued/Sold - Cash Flow	0	191.8		
Stock - Preferred - Repurchased/Retired - Cash Flow	0	12.42		0
Options Exercised - Cash Flow	1.97	16.33	20.05	24.74
Warrants Converted - Cash Flow	0	7.64		0
Debt - Long-Term & Short-Term - Issuance/(Retirement) - Total - Cash Flow	<b>-9.50</b>	73.43	0	0
Debt - Issued/(Reduced) - Long-Term - Cash Flow	<b>-9.50</b>	73.43	0	0
Debt - Issued - Long-Term - Cash Flow	31.50	123.4	0	0
Debt - Reduced - Long-Term - Cash Flow	41.00	49.97	0	0
Other Financing Cash Flow - Increase/(Decrease)	0	<b>-1.07</b>	0	0
<b>Net Cash Flow from Financing Activities</b>	<b>-7.53</b>	<b>269.8</b>	<b>303.1</b>	<b>34.97</b>
<b>Foreign Exchange Effects</b>				
Foreign Exchange Effects - Cash Flow	<b>-0.17</b>	<b>-0.07</b>	<b>-1.17</b>	<b>-1.18</b>
<b>Change in Cash</b>				
<b>Net Change in Cash - Total</b>	<b>-0.40</b>	<b>57.57</b>	<b>253.4</b>	<b>-133.0</b>

Net Cash from Continuing Operations	-0.40	57.57	253.4	-133.0
Net Cash - Beginning Balance	10.87	10.47	68.04	321.4
Net Cash - Ending Balance	10.47	68.04	321.4	188.4
<b>Supplemental</b>				
Income Taxes - Paid/(Reimbursed) - Cash Flow - Supplemental	2.73	3.19	3.46	6.64
Interest Paid - Cash Flow - Supplemental	0.55	0.22	0	0
CF from Optg Activities before Change in WC & Int Payments	-23.31	14.00	-39.24	19.96
Non-GAAP Free Cash Flow - Company Reported			-45.33	10.21
Common Stock Buyback - Net	0	5.87	-283.1	-10.23
Depreciation, Depletion & Amortization - Cash Flow	4.42	5.69	8.06	12.05
Free Cash Flow to Equity	4.30	74.25	-45.33	10.21
Free Cash Flow Net of Dividends	13.80	0.83	-45.33	10.21
Free Cash Flow	13.80	0.83	-45.33	10.21
Dividends Provided/Paid - Common	0	0	0	0

## Debt Capitalization for Sprinklr

*(Dollars in Millions unless stated)*

Debt Instrument	Amount	Maturity	Rate
Total Debt	\$ -	WACD	5.00%

Interest Expense Schedule						
Security	Interest Payable					
	2024	2025	2026	2027	2028	
0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
0	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Interest Expense</b>	<b>\$ 439.57</b>	<b>\$ 472.38</b>	<b>\$ 502.17</b>	<b>\$ 551.23</b>	<b>\$ 608.96</b>	

Debt Maturity Schedule										
Security		2024		2025		2026		2027		2028
0	\$	-	\$	-	\$	-	\$	-	\$	-
0	\$	-	\$	-	\$	-	\$	-	\$	-
0	\$	-	\$	-	\$	-	\$	-	\$	-
0	\$	-	\$	-	\$	-	\$	-	\$	-
0	\$	-	\$	-	\$	-	\$	-	\$	-
<b>Total Debt Outstanding</b>	<b>\$</b>	<b>-</b>								

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## WACC Calculation for Sprinklr

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WACC Calculation		
Cost of Equity		
Risk-Free Rate		4.25%
Market-Risk Premium		5.60%
Sprinklr Beta		0.88
<b>Cost of Equity</b>		9.18%
Cost of Debt		
Weighted Cost of Debt		
Effective Tax Rate		23.00%
Total Equity	\$	3,409.5
Total Debt	\$	1,022.8
Implied E/V		76.92%
Implied D/V		23.08%
Implied Debt/Equity		0.30x
<b>WACC</b>		7.86%

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### Discounted Cash Flows for Sprinklr

(Dollars in Millions unless stated)

	Projected Year Ending December 31,				
	2024	2025	2026	2027	2028
<b>Operating Income</b>	-2.0%	6.0%	12.0%	18.0%	24.5%
<b>Operating Income</b>	\$ (15.4)	\$ 56.8	\$ 137.0	\$ 243.9	\$ 387.7
Less: Taxes	\$ 3.5	\$ (13.1)	\$ (31.5)	\$ (56.1)	\$ (89.2)
<b>NOPAT</b>	<b>\$ (11.9)</b>	<b>\$ 43.7</b>	<b>\$ 105.5</b>	<b>\$ 187.8</b>	<b>\$ 298.5</b>
Plus: Depreciation & Amortization	\$ 5.5	\$ 5.7	\$ 5.9	\$ 6.1	\$ 6.3
Less: CapEx	\$ (16.8)	\$ (17.2)	\$ (17.6)	\$ (18.0)	\$ (18.4)
Less: Change in NWC	\$ (119.7)	\$ (57.2)	\$ (57.4)	\$ (62.4)	\$ (65.9)
Plus: Terminal Value					\$ 4,675.22
<b>Unlevered Free Cash Flow</b>	<b>\$ (142.9)</b>	<b>\$ (25.0)</b>	<b>\$ 36.4</b>	<b>\$ 113.5</b>	<b>\$ 220.5</b>
<b>WACC</b>	<b>7.86%</b>				
<b>PV of Unlevered FCF</b>	<b>\$ (142.9)</b>	<b>\$ (23.2)</b>	<b>\$ 31.3</b>	<b>\$ 90.5</b>	<b>\$ 162.9</b>
<b>PV of Terminal Value</b>					<b>\$ 3,454.5</b>
Cumulative PV of FCF	\$ (142.9)	\$ (166.1)	\$ (134.8)	\$ (44.3)	\$ 3,573.2
Non-operating Assets	\$ 188.4				
Minority Interest	\$ -				
<b>Implied Enterprise Value</b>	<b>\$ 3,761.6</b>				
Total Debt	\$ -				
Minority Interest & Preferred	\$ -				
<b>Equity Value</b>	<b>\$ 3,761.62</b>				
Total Diluted Shares	260.0				
<b>Implied Value per Share</b>	<b>\$ 14.47</b>				

### Terminal Value Calculation

2028 Revenue	\$ 618.19
Revenue Multiple	10.96x
Terminal Value	\$ 6,776.37
2028 FCF	\$ 220.5
Growth	3.00%
WACC	7.86%
Terminal Value	\$ 4,675.22

### Sensitivity Analysis

Discount Rate	PV Planning Period	PV Terminal Value - Gordon Growth			Enterprise Value - Gordon Growth			Implied Price Per Share - Gordon Growth		
		2.5%	3.0%	3.5%	2.5%	3.0%	3.5%	2.5%	3.0%	3.5%
6.9%	\$119.6	\$3,977.7	\$4,515.1	\$5,212.5	\$4,285.7	\$4,823.1	\$5,520.5	\$16.48	\$18.55	\$21.23
7.4%	\$114.7	\$3,502.3	\$3,923.1	\$4,453.1	\$3,805.4	\$4,226.3	\$4,756.2	\$14.64	\$16.25	\$18.29
<b>7.9%</b>	<b>\$110.0</b>	<b>\$3,117.0</b>	<b>\$3,454.5</b>	<b>\$3,889.6</b>	<b>\$3,415.4</b>	<b>\$3,753.0</b>	<b>\$4,168.0</b>	<b>\$13.14</b>	<b>\$14.43</b>	<b>\$16.03</b>
8.4%	\$105.4	\$2,798.7	\$3,074.8	\$3,407.7	\$3,092.5	\$3,368.6	\$3,701.5	\$11.89	\$12.96	\$14.24
8.9%	\$101.0	\$2,531.5	\$2,761.0	\$3,033.3	\$2,820.9	\$3,050.4	\$3,322.7	\$10.85	\$11.73	\$12.78

Discount Rate	PV Planning Period	PV Terminal Value - Revenue Multiple			Enterprise Value - Revenue Multiple			Implied Price Per Share - Revenue Multiple		
		10.5x	11.0x	11.5x	10.5x	11.0x	11.5x	10.5x	11.0x	11.5x
6.9%	\$119.6	\$4,960.1	\$5,197.2	\$5,434.2	\$5,268.1	\$5,505.2	\$5,742.2	\$20.26	\$21.17	\$22.09
7.4%	\$114.7	\$4,868.4	\$5,101.0	\$5,333.7	\$5,171.5	\$5,404.2	\$5,636.9	\$19.89	\$20.79	\$21.68
<b>7.9%</b>	<b>\$110.0</b>	<b>\$4,778.7</b>	<b>\$5,007.1</b>	<b>\$5,235.5</b>	<b>\$5,077.1</b>	<b>\$5,305.5</b>	<b>\$5,533.9</b>	<b>\$19.53</b>	<b>\$20.41</b>	<b>\$21.28</b>
8.4%	\$105.4	\$4,691.1	\$4,915.3	\$5,139.5	\$4,985.0	\$5,209.2	\$5,433.4	\$19.17	\$20.04	\$20.90
8.9%	\$101.0	\$4,605.5	\$4,825.6	\$5,045.8	\$4,894.9	\$5,115.0	\$5,335.1	\$18.83	\$19.67	\$20.52

\$18.83  
\$21.23