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The Source Code

V121: Dilution Improves in 2020

This is our annual look at shareholder dilution. The fully diluted share count for most of our companies goes up each year, and there are a number of factors that cause that increase. Many investors tell us that they believe it is primarily due to stock-based compensation, but, on average, that is only half the story. In 2020, dilution across our coverage was 3.7%, down a little from 2019. We think understanding the sources and magnitude of dilution is important when investors look at valuing companies today and considering target prices a year out.

- Dilution fully diluted share count increased 3.7% in 2020 for our coverage. The increase in fully diluted share count in 2020 was down to 3.7% from 4.7% in 2019 but still remains above 2.0% average increase shown since 2010. The main factor in this decline is the dip in issuance of primary stock by existing public companies. Higher stock prices and continued depressed share repurchases prevented dilution from falling further.
- Covid-19 drags on share issuance. In 2020, primary share issuance from existing public companies drove less dilution than in 2019. Share counts grew 1% from issuance as compared to 3.1% in 2019. COVID brought issuance to a halt initially, but then as the year progressed activity picked up.
- Stock Based Compensation (SBC) steady at 2% per year. Looking at the data for 51 companies, stock-based compensation dilution has steadily increased from 0.5% in 2010 to 2.0% in 2020. Over the last 10 years, dilution from SBC has averaged 1.2% per year. When a company first goes public through an IPO that first year sees the heaviest SBC, but by year five, SBC dilution has settled into the 3-4% range.
- Buyback activity remained depressed. We measure the pace of buybacks by looking at the number of shares repurchased in a year as a percentage of the beginning of the year fully diluted share count. In calendar year 2020 that number was 0.85%, in line with the 0.83% for 2019, the lowest level we have seen over the last 11 years. Some might argue that this makes sense given the performance in the software industry and the level of stock prices.
- **Dilution standouts.** In 2020, QTWO showed the most dilution in our coverage with fully diluted shares increasing 21.4% on the back of an equity offering to raise cash and the dilutive impact of convertible debt arising from higher stock prices. On the other hand, FTNT had the least dilution (5.9%), as they bought back \$1.1B in stock. The most consistent performers over the past decade are ADBE and DOX as both have reduced fully diluted share count through continuous share repurchase.

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Dilution Analysis

In any given year the fully diluted share count of a company within our coverage will go up by between 0-5% and many investors automatically believe the reason comes from stock-based compensation (SBC) but there is a lot more happening that creates that variability from year-to-year. This report attempts to disaggregate and understand the reasons for the changes in fully diluted share count that we have seen over the last 11 years.

Basic vs fully diluted share count - what they mean

The basic share count is the total number of shares of common stock outstanding at any given point in time. To make our analysis easy we used the 10-K (or 20-F) as the key point of analysis since every company publishes the basic share count on the front cover. Fully diluted share count includes all of the additional potential shares – options (using treasury method), RSUs (restricted stock units including all derivations of performance based or market triggered stock units), and impact of convertible securities (if in the money).

Basic vs fully diluted share count - which is being used

When a company is losing money at the net income line, accounting standards require that a company use only the basic share count for EPS calculations. For valuation purposes, however, we always want to use the fully diluted share count to understand how a company would be valued in an acquisition scenario. There are some nuances that will cause basic and fully diluted share counts to change at different rates, as we will show, including items like option exercises, RSU vesting and others.

How does share count change from year to year?

Below is the list of things that can impact the basic and fully diluted share count. Note that all the impacts on basic shares also impact the dilutive count since the fully diluted share count begins with the basic count.

Basic share count goes up or down from:

- Share issuance (e.g. secondary offers, acquisitions)
- · Share buyback
- RSU vesting net of shares withheld for tax
- Option exercise
- Conversion of convertible security (e.g. convertible debt)

Fully diluted share count goes up or down from:

- Changes in basic share count
- Stock based compensation
 - Option issuance (if options are in the money)
 - RSU grants
- · Options cancelled

- RSUs forfeited
- The shares withheld for vested RSUs for tax purposes
- Option exercise as compared to treasury method
- Stock price changes impacts options given treasury method and convertible securities (embedded options)

RSUs and options will impact the basic and diluted count at different milestones

What can be confusing at first is the timing of milestones for shares issued for SBC purposes and it will depend on vesting schedules and other factors. When a company issues an RSU with, say a 3 year vesting schedule, on day 1 that RSU is outstanding (and included in the fully diluted count) but will not be included in the basic share count because it has not vested. The year that the RSU vests (year 3 in this example) it moves into the basic share count but this will not have any impact on the fully diluted share count since it was already accounted for in the fully diluted count at the time of issuance. Another situation to account for is when stock options are included in the fully diluted share count using a treasury method but once those options are exercised they go into the basic share count. Here we have to account for the change in stock price to quantify the impact on dilution.

Over the last 11 years fully diluted dilution has averaged 2%

Table 1 shows the summary of the average change in fully diluted share, for all the companies in our coverage (51 stocks) year-by-year from 2010 through calendar 2020. In addition, it breaks down the percentage change due to each of the key levers that cause increase or decrease to that fully diluted share count.

Table 1: Summary of Why FDS Changes Year-to-Year

| | CY10 | CY11 | CY12 | CY13 | CY14 | CY15 | CY16 | CY17 | CY18 | CY19 | CY20 |
|-------------------------------------|-------|-------|-------|-------|-------|-------|-------|-------|-------|------|------|
| % Change in FDS | 0.4% | 0.6% | 1.6% | 0.6% | 1.9% | 1.0% | 0.9% | 1.6% | 4.5% | 4.7% | 3.7% |
| | | | | | | | | | | | |
| % Change in Basic Share Count | 0.3% | 0.5% | 0.7% | 0.6% | 2.0% | 1.6% | 1.0% | 1.6% | 4.6% | 5.5% | 3.4% |
| Corporate action (issuance/buyback) | -0.8% | -0.8% | -0.7% | -0.4% | -1.0% | 0.3% | -0.5% | -1.7% | -0.9% | 2.4% | 3.1% |
| Option Exercise / RSU Vesting | 1.0% | 1.1% | 1.0% | 1.5% | 1.7% | 1.9% | 2.0% | 2.2% | 2.7% | 3.0% | 2.7% |
| ESPP | 0.0% | 0.0% | 0.0% | 0.1% | 0.1% | 0.1% | 0.2% | 0.2% | 0.3% | 0.3% | 0.3% |
| Impacts from fully diluted items | | | | | | | | | | | |
| + SBC | 0.5% | 0.4% | 0.6% | 0.7% | 1.1% | 1.3% | 1.7% | 1.6% | 1.7% | 1.9% | 2.0% |
| - Forfeitures | 0.0% | 0.0% | 0.1% | 0.1% | 0.3% | 0.2% | 0.3% | 0.4% | 0.4% | 0.4% | 0.5% |
| - Impact of option exercise | 0.2% | 0.3% | 0.2% | 0.6% | 0.8% | 0.9% | 0.8% | 0.8% | 0.8% | 1.4% | 1.0% |
| - Impact from RSU vesting | 0.2% | 0.3% | 0.3% | 0.3% | 0.5% | 0.7% | 0.8% | 1.0% | 1.2% | 1.3% | 1.3% |
| + Impact from Share Price | 0.3% | 0.6% | 0.7% | 0.4% | 0.1% | -0.5% | 0.3% | 0.8% | 0.6% | 0.9% | 1.4% |
| + Others | -0.2% | -0.1% | 0.2% | 0.0% | 0.3% | 0.6% | -0.1% | -0.2% | 0.3% | 0.1% | 0.0% |
| + Basic share change (% of FDS) | 0.3% | 0.4% | 0.7% | 0.5% | 1.9% | 1.4% | 0.9% | 1.5% | 4.2% | 5.0% | 3.1% |
| Net Impact | 0.4% | 0.7% | 1.6% | 0.6% | 1.9% | 1.1% | 0.9% | 1.6% | 4.6% | 4.7% | 3.7% |

Note: SBC, impact from share price and basic share change have a positive impact; Forfeitures, Options exercised and RSU vesting have a negative impact on fully diluted share count. Source: Company Reports, Bloomberg Finance L.P. and J.P. Morgan Research.

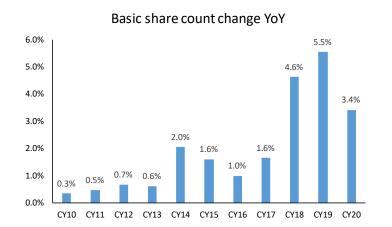
Stock-based compensation is the biggest cause for yearly dilution at 1.2%

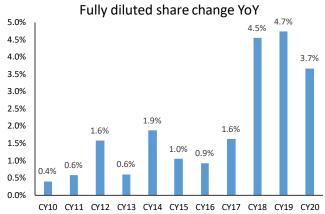
Looking across the last 11 years, more than half of the total increase in fully diluted shares was caused by stock-based compensation of the 2.0% average dilution. All of the other drivers pale in comparison.

Basic and fully diluted share count dilution are similar

In Figure 1 below we show the average annual increase in both the basic and fully diluted share count across our coverage universe. On average both increase \sim 2% per year.

Figure 1: Basic and Fully Diluted Changes YoY





Source: Company Reports, Bloomberg Finance L.P. and J.P. Morgan Research.

Stock Based Compensation Post IPO

The first couple of years after a company goes public (IPO) is when we would expect to see the greatest level of dilution associated with stock-based compensation. The reason is that companies are typically in a hyper growth mode and are hiring at a rapid rate along with providing executives with attractive incentive compensation to keep them focused on the goal at hand or rewarding them for getting the company public. Table 2 below shows the companies in our coverage that have gone public since 2009 and what the SBC looked like each year post IPO.

Table 2: SBC Post IPO Year by Year

| IPO Date | | T+0 | T+1 | T+2 | T+3 | T+4 | T+5 | T+6 | T+7 | T+8 | T+9 | T+10 | T+11 |
|------------|----------|--------|-------|----------|--------|--------|-------|--------|-----------|-------|--------|--------|--------|
| 6/26/2015 | ALRM | 20.7% | 1.6% | 1.9% | 1.3% | 2.1% | 1.5% | | | | | | |
| 11/1/2017 | ALTR | | 0.4% | 1.0% | 6.7% | | | | | | | | |
| 6/15/2018 | AVLR | | 3.9% | 2.1% | | | | | | | | | |
| 6/12/2019 | CRWD | 2.5% | 2.3% | | | | | | | | | | |
| 9/24/2014 | CYBR | | 3.6% | 3.2% | 3.5% | 3.8% | 2.7% | 2.9% | | | | | |
| 9/19/2019 | DDOG | 3.9% | 1.6% | | | | | | | | | | |
| 4/27/2018 | DOCU | | 3.8% | 2.2% | | | | | | | | | |
| 9/16/2016 | EVBG | | 6.9% | 4.5% | 2.7% | 1.9% | | | | | | | |
| 9/20/2013 | FEYE | | 5.4% | 11.0% | 7.9% | 7.9% | 6.5% | 7.6% | 7.6% | | | | |
| 4/4/2014 | FIVN | | 2.9% | 4.3% | 3.4% | 3.6% | 3.0% | 2.6% | | | | | |
| 9/16/2020 | FROG | 4.8% | | | | | | | | | | | |
| 11/18/2009 | FTNT | | 1.8% | 4.4% | 2.8% | 2.7% | 2.7% | 4.3% | 4.1% | 2.7% | 2.9% | 2.0% | 1.5% |
| 4/1/2015 | GDDY | | 3.3% | 3.0% | 2.6% | 2.6% | 2.5% | | | | | | |
| 1/25/2012 | GWRE | | 4.5% | 3.3% | 2.6% | 2.2% | 2.1% | 2.6% | 1.5% | 1.9% | | | |
| 7/22/2020 | JAMF | 1.3% | | | | | | | | | | | |
| 4/7/2000 | LPSN | | | | | | | | | | | 7.7% | 7.0% |
| 11/19/2015 | MIME | | 4.5% | 1.8% | 5.2% | 5.0% | | | | | | | |
| 3/20/2013 | MODN | | 7.7% | 6.0% | 7.7% | 6.5% | 4.6% | 5.2% | 4.2% | | | | |
| 9/13/2019 | NET | 3.1% | 2.3% | | | | | | | | | | |
| 12/12/2014 | NEWR | 11.6% | 3.9% | 3.6% | 3.6% | 3.6% | 5.4% | | | | | | |
| 6/29/2012 | NOW | | 5.5% | 5.2% | 4.9% | 4.7% | 4.1% | 3.0% | 3.1% | 1.9% | | | |
| 4/7/2017 | OKTA | | 3.9% | 2.6% | 2.1% | | | | | | | | |
| 7/20/2012 | PANW | 12.9% | 3.6% | 7.2% | 5.2% | 5.1% | 4.6% | 5.8% | 7.2% | 4.0% | | | |
| 4/11/2019 | PD | 7.9% | 5.5% | | | | | | | | | | |
| 6/28/2007 | PRO | | | | 6.5% | 2.8% | 3.7% | 4.8% | 5.2% | 4.5% | 7.8% | 4.3% | 3.4% |
| 9/28/2012 | QLYS | | 6.4% | 8.5% | 4.7% | 8.1% | 4.8% | 2.4% | 2.8% | 2.9% | | | |
| 3/20/2014 | QTWO | | 3.7% | 4.2% | 3.9% | 2.8% | 2.7% | 1.9% | | | | | |
| 9/27/2013 | RNG | | 5.2% | 4.7% | 4.6% | 4.1% | 2.2% | 2.6% | 1.8% | | | | |
| 4/22/2016 | SCWX | | 1.4% | 2.8% | 2.6% | 4.1% | | | | | | | |
| 3/31/2010 | SSNC | | 2.4% | 3.8% | 2.5% | 2.6% | 8.2% | 1.2% | 5.6% | 6.7% | 3.6% | 3.3% | |
| 10/19/2018 | SWI | | 0.9% | 3.1% | | | | | | | | | |
| 4/11/2019 | TUFN | 11.9% | 6.5% | | | | | | | | | | |
| 10/16/2013 | VEEV | | 1.2% | 2.0% | 3.1% | 3.0% | 0.9% | 2.3% | 1.3% | | | | |
| 2/28/2014 | VRNS | | 3.5% | 4.5% | 4.8% | 4.5% | 4.4% | 4.6% | ***** | | | | |
| 11/6/2013 | WIX | | 3.8% | 6.1% | 5.5% | 6.0% | 5.0% | 4.6% | 3.4% | | | | |
| 4/18/2019 | ZM | 1.5% | 1.2% | 3 | 0.070 | 0.070 | 0.070 | | 0. | | | | |
| 3/16/2018 | ZS | 5.0% | 3.5% | 5.1% | | | | | | | | | |
| 5. 10.2010 | Average | 7.3% | 3.6% | 4.1% | 4.2% | 4.1% | 3.8% | 3.7% | 4.0% | 3.5% | 4.7% | 4.3% | 4.0% |
| | v o. ugo | 1.00/0 | 0.070 | 71170 | 7.2 /3 | -11.70 | 0.070 | J., 70 | 7.0 /0 | 0.070 | 711 /0 | 7.0 /0 | 7.0 /0 |

Note: Weighted average fair value of RSUs granted has been taken as a proxy for share price before the company went public

Source: Company filings, Bloomberg Finance L.P. and J.P. Morgan Research.

GWRE, NOW, and RNG are what we expect to see post IPO

Looking at the table a few companies really jump out as poster children of what we would expect dilution would look like in the years following an IPO. GWRE, NOW, and RNG all start with SBC in the mid-to-high single digit range in the first year post-IPO and gradually dwindled down to low single-digit dilution percentages by year 5. GDDY is another example of consistently decreasing SBC but remains in lower single digit range throughout.

ALRM is the least dilutive and FEYE is the most dilutive consistently

Two other companies stood out to us in terms of SBC dilution post IPO but for different reasons: ALRM and FEYE. ALRM has consistently been one of the lowest issuers of SBC, and most conscientious for shareholders, as compared to the rest of our software coverage. On the other hand, FireEye has consistently issued more than mid-single digit percentage in terms of options/RSU dilution. Part of this may stem from the acquisition of Mandiant, or perhaps it is reflective of higher employee

turnover as FEYE has one of the highest forfeiture rates at \sim 2.2% as compared to the average of 0.2% of FDS for our overall coverage.

SBC Dilution has Increased in the Last Couple of Years

The SBC dilution to fully diluted share count over the entire analysis timeframe has average 1.2% but, interestingly, that number has increased and appears to have settled into a baseline of 1.8% the last four years. In Table 3 we highlighted companies that are consistently above and below the average dilution seen in our coverage from SBC.

Table 3: SBC Dilution by Company per Year

| - | CY10 | CY11 | CY12 | CY13 | CY14 | CY15 | CY16 | CY17 | CY18 | CY19 | CY20 |
|---------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| ADBE | 1.3% | 1.0% | 2.4% | 1.6% | 1.0% | 0.9% | 1.0% | 1.3% | 1.0% | 0.9% | 0.8% |
| ADSK | 1.1% | 0.4% | 1.7% | 1.8% | 1.9% | 1.7% | 1.8% | 1.1% | 1.3% | 1.4% | 1.1% |
| AKAM | 1.7% | 1.8% | 2.0% | 1.7% | 1.5% | 1.7% | 2.3% | 2.0% | 2.0% | 1.9% | 1.6% |
| ALRM | | | | | | | 0.6% | 1.3% | 0.9% | 1.5% | 1.1% |
| ALTR | | | | | | | | | 0.3% | 0.9% | 2.0% |
| ANSS | 0.2% | 0.1% | 0.1% | 0.1% | 0.4% | 0.5% | 0.5% | 1.0% | 0.9% | 1.1% | 0.6% |
| AVLR | | | | | | | | | | 2.7% | 1.8% |
| AZPN | 3.1% | 1.2% | 1.2% | 0.7% | 0.5% | 0.4% | 0.5% | 0.8% | 0.6% | 0.9% | 0.3% |
| BCOR | 2.4% | 2.0% | 2.1% | 2.6% | -0.4% | -0.3% | 8.9% | 1.8% | 1.3% | 2.0% | 2.3% |
| CDNS | | 1.8% | 2.3% | 1.9% | 1.7% | 1.6% | 2.3% | 2.1% | 1.3% | 1.4% | 0.8% |
| CSGP | 0.7% | 1.0% | 3.4% | 1.0% | 0.8% | 0.7% | 0.6% | 0.7% | 0.4% | 0.5% | 0.3% |
| CRWD | | | | | | | | | 3.4% | 2.1% | 2.1% |
| CYBR | | | | | | 0.7% | 1.4% | 1.9% | 3.1% | 2.4% | 2.7% |
| DDOG | | | | | | | | | 1.6% | 2.8% | 1.5% |
| DOCU | | | | | | | | | | 3.3% | 2.0% |
| DOX | 0.1% | 0.2% | 0.4% | 0.4% | 0.5% | 0.5% | 0.4% | 0.5% | 0.2% | 0.5% | 0.3% |
| EVBG | | | | | | | | 3.7% | 3.0% | 2.3% | 1.6% |
| FEYE | | | | | 3.5% | 9.7% | 6.8% | 7.0% | 5.9% | 6.8% | 6.8% |
| FIVN | | | | | | 2.6% | 2.9% | 2.3% | 2.7% | 2.4% | 2.0% |
| FROG | | | | | | | | | 2.5% | -0.5% | 3.3% |
| FTNT | 0.6% | 0.1% | 0.0% | 2.4% | 2.4% | 3.4% | 3.1% | 2.3% | 2.4% | 1.6% | 1.1% |
| GDDY | | | | | | | 2.1% | 1.9% | 1.8% | 1.6% | 2.3% |
| GWRE | | | | 3.3% | 2.5% | 2.3% | 2.1% | 2.0% | 2.5% | 1.5% | 1.9% |
| INTU | 1.8% | 1.0% | 1.3% | 1.3% | 1.5% | 1.2% | 1.4% | 1.5% | 1.1% | 0.9% | 1.0% |
| JAMF | | | | | | | | | 0.1% | 0.7% | 1.2% |
| LPSN | 2.6% | 0.2% | -1.4% | 1.4% | 1.5% | 1.4% | 1.0% | 1.0% | 4.9% | 3.3% | 4.0% |
| MIME | | | | | | | 0.4% | 0.5% | 1.8% | 0.6% | 0.0% |
| MODN | | | | | 6.9% | 5.4% | 7.0% | 5.8% | 4.2% | 4.8% | 3.9% |
| NET | | | | | | | | | -1.5% | 3.0% | 2.0% |
| NEWR | | | | | 6.3% | 1.8% | 2.7% | 2.7% | 2.5% | 2.7% | 0.0% |
| NOW | | | | 3.4% | 4.0% | 4.0% | 3.8% | 3.6% | 2.7% | 2.6% | 1.8% |
| OKTA | | | | | | | | | 3.0% | 2.0% | 1.7% |
| PANW | | | 9.4% | 2.9% | 6.3% | 4.6% | 4.2% | 4.2% | 4.1% | 4.2% | 3.7% |
| PD | | | | | | | | | -5.1% | 3.6% | 4.6% |
| PRO | 6.1% | 2.6% | 3.4% | 4.3% | 4.5% | 3.9% | 6.8% | 3.7% | 3.1% | 2.6% | 2.6% |
| PTC | | 2.2% | 2.3% | 2.1% | 1.6% | 1.6% | 2.1% | 1.6% | 1.8% | 1.5% | 2.3% |
| QLYS | | | | 1.8% | 2.3% | -0.6% | 2.7% | 3.7% | 1.2% | 1.4% | 1.5% |
| QTWO | | | | | | 2.0% | 2.1% | 2.1% | 2.6% | 2.5% | 1.8% |
| RNG | | | | | 2.7% | 2.6% | 3.7% | 3.7% | 2.0% | 2.3% | 1.7% |
| scwx | | 4 00/ | . =0/ | | | | | 1.4% | 2.7% | 2.4% | 3.9% |
| SNPS | 1.6% | 1.0% | 1.7% | 1.2% | 1.3% | 1.2% | 1.3% | 1.3% | 1.1% | 1.3% | 1.4% |
| SSNC | | 0.4% | -0.1% | 0.1% | 0.0% | 4.4% | -0.1% | 0.4% | -0.4% | 0.0% | 0.1% |
| SWI | | | | | | | | | | 0.9% | 2.9% |
| TENB | | | | | | | | | 0.00/ | 0.00/ | 0.00/ |
| TUFN | | | | | 0.70/ | 1 00/ | 0.00/ | 0.00/ | 2.9% | -0.6% | 3.8% |
| VEEV | | | | | 0.7% | 1.3% | 2.0% | 0.9% | 0.7% | 0.7% | 0.1% |
| VRNS | 4.00/ | 4 40/ | 0.70/ | 0.69/ | 0.50/ | 0.1% | 3.4% | 4.6% | 4.2% | 4.1% | 4.2% |
| VRSN | 1.2% | 1.1% | 0.7% | 0.6% | 0.5% | 0.6% | 0.4% | 0.5% | 0.3% | 0.0% | 0.0% |
| WIX | | | | | 0.1% | 2.2% | 3.4% | 2.8% | 2.5% | 2.3% | 2.3% |
| ZM | | | | | | | | | 0.8% | 1.1% | 1.1% |
| ZS | 1 70/ | 1 10/ | 1 00/ | 1 70/ | 2.40/ | 2 40/ | 2.50/ | 2.20/ | 3.8% | 3.1% | 4.7% |
| Average | 1.7% | 1.1% | 1.8% | 1.7% | 2.1% | 2.1% | 2.5% | 2.2% | 1.8% | 2.0% | 2.1% |

Source: Company reports, Bloomberg Finance L.P. and J.P. Morgan Research.

Note: Weighted average fair value of RSUs granted has been taken as a proxy for share price before the company went public.

Forfeitures: Employees Give Up 14% of RSUs

Employees that voluntarily leave an organization will forfeit their unvested RSUs. This is why when we are calculating target prices that are one year into the future we include an estimate of additional dilution for SBC but also back out an estimated forfeiture rate. Over the last several years we have been using 10% as the forfeiture rate to try to be reasonable. Our analysis shows a higher rate with employees, on average, giving up 13.7% of last year's ending RSU outstanding balance each year. The Table 4 shows the forfeiture rates for each of the companies in our coverage list going back to 2010.

Table 4: RSU Forfeiture Rates Year by Year

| | CY10 | CY11 | CY12 | CY13 | CY14 | CY15 | CY16 | CY17 | CY18 | CY19 | CY20 |
|----------------------------|--------|--------|--------|--------|----------|---------|--------|--------|--------|--------|--------|
| ADBE | 11.7% | 11.4% | 12.8% | 7.9% | 7.4% | 7.9% | 7.2% | 8.1% | 7.7% | 8.0% | 6.3% |
| ADSK | 6.5% | 59.8% | 52.1% | 8.4% | 6.8% | 6.1% | 9.4% | 9.1% | 12.0% | 9.9% | 7.3% |
| AKAM | 19.7% | 20.3% | 14.5% | 10.7% | 17.6% | 5.7% | 10.1% | 9.6% | 12.7% | 11.3% | 6.8% |
| ALRM | | | | | | | | -60.8% | 5.7% | 8.0% | 4.2% |
| ALTR | | | | | | | | | | 28.7% | 5.8% |
| ANSS | | | | | | 24.9% | 12.6% | 11.6% | 5.3% | 7.7% | 3.8% |
| AVLR | | | | | | | | | | 159.7% | 10.6% |
| AZPN | 921.3% | 63.7% | 68.7% | 67.0% | 80.5% | 72.6% | 86.9% | 83.1% | 55.7% | 76.1% | 89.1% |
| BCOR | 23.7% | 27.4% | 18.2% | 11.0% | 39.9% | 26.6% | 44.5% | 11.5% | 11.3% | 22.4% | 44.0% |
| CDNS | | 6.6% | 5.5% | 5.8% | 7.7% | 6.7% | 6.6% | 7.5% | 6.3% | 5.5% | 5.6% |
| CSGP | 10.1% | 7.1% | 9.8% | 8.3% | 6.3% | 6.8% | 10.8% | 7.9% | 11.0% | 4.8% | 10.3% |
| CRWD | | | | | | | | | | 7.7% | 6.0% |
| CYBR | | | | | | 41.6% | 8.0% | 17.1% | 10.7% | 5.5% | 9.9% |
| DDOG | | | | | | | | | | | 26.2% |
| DOCU | | | | | | | | | | 13.6% | 7.0% |
| DOX | 6.9% | 18.8% | 9.9% | 11.5% | 5.3% | 6.9% | 6.2% | 6.0% | 9.7% | 14.4% | 7.9% |
| EVBG | 0.070 | 10.070 | 0.070 | 11.070 | 0.070 | 0.070 | 0.270 | 0.070 | 3.1% | 13.6% | 6.9% |
| FEYE | | | | | 22.5% | 28.5% | 33.2% | 31.6% | 15.6% | 14.8% | 32.5% |
| FIVN | | | | | 22.070 | 13.7% | 11.6% | 9.5% | 11.9% | 8.3% | 6.2% |
| FROG | | | | | | 13.7 /0 | 11.070 | 3.570 | 11.570 | 0.570 | 0.2 /0 |
| FTNT | | | | 61.1% | 11 20/ | 16.4% | 18.4% | 13.7% | 10.6% | 9.0% | 6.6% |
| GDDY | | | | 01.170 | 11.2% | 10.470 | 10.470 | | | | |
| | | | | 0.20/ | 7 50/ | 40.00/ | 44 50/ | 18.0% | 10.7% | 18.4% | 17.1% |
| GWRE | 40.50/ | 7 40/ | C 20/ | 9.2% | 7.5% | 10.2% | 11.5% | 9.6% | 9.7% | 13.2% | 13.0% |
| INTU | 12.5% | 7.4% | 6.3% | 8.3% | 17.3% | 12.4% | 17.5% | 14.0% | 13.8% | 13.9% | 11.2% |
| JAMF | | | | | | | 4E 00/ | 22.00/ | 0.0% | 0.0% | 67.4% |
| LPSN | | | | | | | 15.9% | 23.9% | 44.7% | 15.7% | 23.7% |
| MIME | | | | 0.00/ | 44.00/ | 00.00/ | 0.0% | 23.1% | 93.4% | 23.1% | 7.00/ |
| MODN | | | | 0.0% | 44.6% | 22.3% | 23.0% | 38.6% | 28.2% | 16.8% | 7.2% |
| NET | | | | | | 00.50/ | 04.40/ | 0.0% | 1.3% | 00.00/ | 9.0% |
| NEWR | | | | 40.00/ | 40.00/ | 22.5% | 24.1% | 23.4% | 15.1% | 23.9% | 0.70/ |
| NOW | | | | 18.3% | 13.6% | 11.8% | 14.9% | 13.4% | 8.9% | 12.9% | 8.7% |
| OKTA | | | | | 5 | | - 10/ | | 15.5% | 13.4% | 9.1% |
| PANW | | | | | 21.4% | 8.2% | 8.4% | 7.9% | 10.7% | 11.4% | 13.7% |
| PD | | | | | | | | | 10.4% | 41.5% | 51.9% |
| PRO | 5.0% | 2.8% | 2.3% | 4.5% | 5.2% | 9.4% | 9.7% | 7.2% | 6.7% | 3.5% | 13.9% |
| PTC | 21.2% | 5.2% | 7.3% | 8.1% | 7.3% | 9.8% | 14.9% | 17.2% | 16.2% | 12.0% | 34.1% |
| QLYS | | | | | | | 213.7% | 23.0% | 14.6% | 13.8% | 18.4% |
| QTWO | | | | | | | 12.0% | 9.9% | 6.9% | 9.5% | 11.0% |
| RNG | | | | | 197.1% | 14.1% | 19.1% | 16.8% | 11.6% | 13.3% | 9.8% |
| SCWX | | | | | | | | 24.6% | 19.6% | 32.5% | 14.5% |
| SNPS | 3.9% | 6.4% | 5.6% | 3.6% | 2.9% | 5.2% | 2.8% | 5.9% | 6.7% | 6.6% | 7.5% |
| SSNC | | | | | | | 10.4% | 0.0% | 0.0% | 7.1% | 0.0% |
| SWI | | | | | | | | | | 11.4% | 40.9% |
| TENB | | | | | | | | | 0.0% | 0.0% | 0.0% |
| TUFN | | | | | | | | | | | |
| VEEV | | | | | 41.3% | 30.6% | 18.1% | 12.4% | 11.2% | 8.2% | 6.6% |
| VRNS | | | | | | 117.4% | 13.0% | 19.2% | 8.0% | 15.0% | 8.1% |
| VRSN | 41.6% | 37.7% | 13.9% | 10.8% | 12.0% | 9.7% | 7.2% | 5.7% | 5.9% | 0.0% | |
| WIX | | | | | 60.4% | 67.8% | 12.6% | 9.2% | 8.3% | 9.4% | 6.7% |
| ZM | | | | | | | | | | | 9.2% |
| ZS | | | | | | | | | | 68.9% | 16.3% |
| Average | 90.4% | 21.1% | 17.5% | 15.0% | 28.9% | 22.8% | 22.3% | 13.6% | 13.8% | 18.4% | 15.9% |
| | 14.8% | 17.6% | 13.2% | 11.7% | 26.5% | 20.9% | 20.9% | 11.2% | 10.7% | 16.9% | 14.3% |
| Average (ex-AZPN and MIME) | 17.070 | 17.070 | 10.270 | 11.770 | 20.070 | 20.070 | | 11.270 | 10.770 | 10.070 | |

Source: Company Reports, Bloomberg Finance L.P. and J.P. Morgan Research.

Buybacks Steadily Declining

Over the last 11 years we have seen a steady decline in the magnitude of share repurchases as a percent of the previous year ending fully diluted share count. It peaked in 2010 where we saw companies across our coverage repurchase 5% of outstanding fully diluted shares. In 2020 that number had dwindled to 0.8%. Granted, share prices have increased dramatically over that timeframe in software making it a lot more expensive to buy back a similar level of shares. But in our opinion true value creation for shareholders is only generated once you buy back at least 5% of outstanding shares.

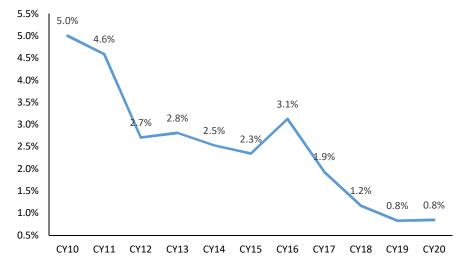


Figure 2: Buybacks have Been Declining as Percent of Fully Diluted Share count

Source: Company Reports Bloomberg Finance L.P. and J.P. Morgan Research.

Over the last 11 years AZPN, DOX, and QLYS have been the most consistent

Table 5 below shows the percentage of beginning year fully diluted share count that each company bought back. Over our timeframe the most consistent buyback programs in terms of buying the highest percentage of fully diluted shares came from Qualys, Amdocs and Aspen Technology. Verisign has also been consistent on its repurchase program.

Table 5: Buybacks as Percent of Fully Diluted Share Count

| | CY09 | CY10 | CY11 | CY12 | CY13 | CY14 | CY15 | CY16 | CY17 | CY18 | CY19 | CY20 |
|-----------|------|------|-------|------|-------|------|------|-------|------|------|------|------|
| ADBE | | 5.8% | 4.2% | 2.3% | 4.2% | 2.1% | 1.6% | 2.0% | 1.6% | 1.7% | 2.0% | 1.6% |
| ADSK | | 3.9% | 4.1% | 5.4% | 4.5% | 2.9% | 3.6% | 4.2% | 3.0% | 1.0% | 1.2% | 1.2% |
| AKAM | | 1.4% | 6.2% | 2.3% | 2.1% | 2.5% | 2.4% | 3.8% | 3.8% | 5.8% | 2.4% | 1.2% |
| ANSS | | | 0.3% | 1.6% | 1.6% | 3.1% | 4.1% | 4.1% | 3.1% | 1.9% | 0.4% | 0.8% |
| AZPN | | | 0.7% | 2.5% | 3.1% | 3.3% | 8.3% | 5.6% | 9.0% | 3.8% | 4.2% | 1.8% |
| BCOR | | 0.9% | 2.0% | 0.0% | 1.0% | 5.1% | 1.3% | 0.0% | 0.0% | 0.0% | 2.6% | 0.0% |
| CDNS | | | 0.5% | 0.4% | 0.4% | 2.0% | 4.7% | 12.9% | 1.3% | 2.5% | 2.1% | 1.8% |
| DOX | | 6.6% | 11.3% | 9.2% | 6.3% | 5.2% | 5.4% | 4.7% | 3.7% | 4.3% | 4.7% | 4.2% |
| FEYE | | | | | | | | | | | | 0.6% |
| FTNT | | | | | 2.1% | 1.0% | 1.0% | 2.1% | 6.1% | 2.1% | 1.1% | 6.5% |
| GDDY | | | | | | | | | 4.1% | | 3.8% | 5.5% |
| GWRE | | | | | | | | | | | 0.1% | |
| INTU | | 8.6% | 8.5% | 5.3% | 1.6% | 7.2% | 4.6% | 8.6% | 2.6% | 0.7% | 0.9% | 0.4% |
| LPSN | | 1.0% | | | 4.2% | 1.1% | 0.2% | | | | | |
| NET | | | | | | | | | | 0.0% | 0.0% | 0.0% |
| NOW | | | | | | | | | 0.3% | | | |
| PANW | | | | 0.1% | 0.1% | | | | 3.3% | 1.7% | 1.8% | 5.8% |
| PTC | | 3.0% | 2.1% | 1.3% | 2.4% | 4.1% | 2.3% | | 0.8% | 7.9% | 3.6% | |
| QLYS | | | | | | | | | | 2.6% | 2.4% | 3.1% |
| QTWO | | | | | | | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% | 0.0% |
| RNG | | | | | | | | | | 0.3% | | |
| SCWX | | | | | | | | | | 1.0% | 0.5% | 0.0% |
| SNPS | | 5.5% | 9.8% | 1.7% | 2.5% | 1.9% | 3.5% | 5.3% | 3.4% | 3.0% | 1.8% | 1.0% |
| SSNC | | | | | | | | 1.3% | | | | |
| VRSN | | 8.7% | 9.5% | 4.0% | 10.8% | 8.8% | 5.6% | 4.8% | 4.1% | 2.9% | | |
| ZS | | | | | | | | | | 0.8% | 0.0% | |
| Aggregate | | 5.0% | 4.6% | 2.7% | 2.8% | 2.5% | 2.3% | 3.1% | 1.9% | 1.2% | 0.8% | 0.8% |
| Highest | | VRSN | DOX | DOX | VRSN | VRSN | AZPN | CDNS | AZPN | PTC | DOX | FTNT |

Source: Company Reports, Bloomberg Finance L.P. and J.P. Morgan Research.

Buying Back Stock To Offset Option Dilution—Companies Delivering On The Promise, But At What Cost?

One of the common buyback strategies that we hear in software is to buy back enough stock to offset the dilution created by stock-based compensation. The good news is that the companies that follow this strategy actually do deliver on that goal consistently but in situations where stock prices are going up we believe this is a more expensive method of compensation than if companies had simply paid their employees in cash.

Roughly 15% of coverage uses buybacks to offset SBC

Looking across our coverage universe there are seven companies that have stated goals to at least offset SBC dilution through the use of share repurchase. Those companies are:

Adobe

Qualys

Akamai

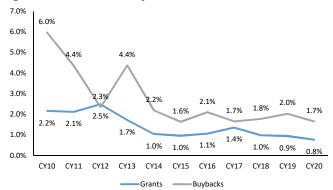
Synopsis

Autodesk

Verisign

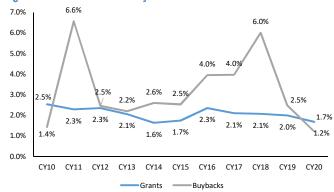
• Intuit

Figure 3: ADBE Grants Vs Buybacks



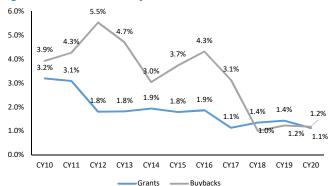
Source: Company reports, Bloomberg Finance L.P. and J.P. Morgan Research.

Figure 4: AKAM Grants Vs Buybacks



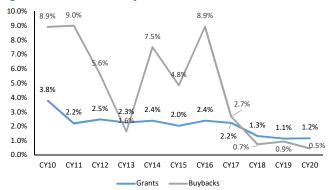
Source: Company reports, Bloomberg Finance L.P. and J.P. Morgan Research.

Figure 5: ADSK Grants Vs Buybacks



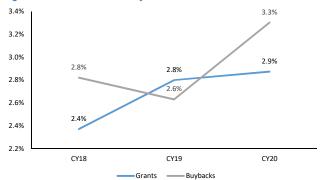
Source: Company reports, Bloomberg Finance L.P. and J.P. Morgan Research.

Figure 6: INTU Grants Vs Buybacks



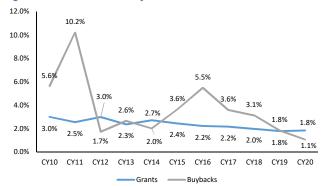
Source: Company reports, Bloomberg Finance L.P. and J.P. Morgan Research.

Figure 7: QLYS Grants Vs Buybacks



Source: Company reports, Bloomberg Finance L.P. and J.P. Morgan Research.

Figure 8: SNPS Grants Vs Buybacks



Source: Company reports, Bloomberg Finance L.P. and J.P. Morgan Research.

5.5% 4.8% 5.0% 4.5% 4.0% 3.4% 3.1% 3.5% 3.1% 3.1% .8% 2.8% 2.8% 2.6% 3.0% 3.1% 2.5% 2.8% 2.8% 2.7% 2.6% 2.6% 2.0% 2.4% 2.3% 1.2% 2.1% 1.5% 0.9% 0.9% 1.0% 0.5% CY10 CY11 CY16 CY17 CY18 CY19 CY12 CY14 CY15 Grants ----Buybacks

Figure 9: SBC is Outpacing Repurchases – trend continues in 2020

Source: Company reports, Bloomberg Finance L.P. and J.P. Morgan Research.

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|--|------------|---------|-------------|
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