

eCommerce & Payments Monthly Tracker

January 2021



Section I

eCommerce

Section II

Payments

Global eCommerce Category Leaders, As of 28-Jan-21

ODIN FINANCIAL ADVISORS

No	Company Name	Country	Market Indicators			EV ¹ / Adj. GMV Multiples		EV / GP1 ¹ Multiples		EV / GP2 ¹ Multiples		CY 20 Financial Performance Indicators		
			Share Price US\$ (28-Jan-21)	EV (US\$ b)	Adj. EV ¹ (US\$ b)	CY20	CY21	CY20	CY21	CY20	CY21	CY19-20 Adj. GMV Growth ³	CY20-21 Adj. GMV Growth ³	GP1 Margin
Primarily 3P Model														
1	Alibaba ^{1,4}	Global	261	683.3	595.9	0.4x	0.3x	11.6x	8.8x	12.4x	9.4x	27%	27%	48%
2	Pinduoduo ^{2,3,4}	Asia	169	202.3	202.3	1.0x	0.7x	31.9x	21.5x	32.3x	21.8x	63%	48%	78%
3	MercadoLibre ¹	LATAM	1,845	90.8	65.2	3.3x	2.9x	44.4x	33.7x	47.7x	36.2x	43%	14%	58%
4	Allegro ²	Poland	19	19.6	19.6	2.5x	2.0x	21.9x	17.4x	27.5x	21.8x	54%	24%	96%
5	Jumia ^{2,3}	Africa	56	4.4	4.4	6.3x	5.6x	43.1x	33.1x	83.2x	59.1x	(17%)	12%	19%
	Median		169	90.8	65.2	2.5x	2.0x	31.9x	21.5x	32.3x	21.8x	43%	24%	58%
	Average		470	200.1	177.8	2.7x	2.3x	30.6x	22.9x	40.6x	29.7x	34%	25%	60%
Primarily 1P Business & Hybrid Model														
1	Amazon ^{1,4}	Global	3,238	1,652.9	1,196.5	2.4x	2.1x	7.7x	6.6x	11.7x	9.9x	39%	17%	46%
2	Jd.com ^{2,3}	Global	91	131.9	131.9	0.4x	0.3x	8.0x	6.4x	15.7x	12.3x	29%	23%	15%
3	OZON ²	Russia	50	9.5	9.5	4.6x	2.5x	22.7x	11.8x	70.1x	33.2x	127%	82%	31%
4	B2W	LATAM	16	8.4	8.4	1.5x	1.2x	14.3x	11.4x	16.9x	13.4x	59%	23%	31%
	Median		71	70.7	71.0	1.9x	1.6x	11.2x	9.0x	16.3x	12.9x	49%	23%	31%
	Average		849	450.7	336.7	2.2x	1.5x	13.2x	9.0x	28.6x	17.2x	64%	36%	31%
On-demand Delivery														
1	Meituan Dianping ^{1,4}	China	46	263.2	230.8	3.2x	2.1x	25.6x	15.5x	133.2x	54.1x	24%	49%	91%
2	Doordash ⁴	US	184	60.0	60.0	2.4x	1.9x	23.9x	18.2x	39.2x	29.6x	206%	28%	86%
3	Delivery Hero ⁴	Global	152	30.8	30.8	2.2x	0.8x	13.9x	5.8x	49.3x	17.2x	66%	162%	79%
4	Ocado	UK	38	27.9	27.9	n.a.	n.a.	29.1x	23.6x	45.2x	47.5x	24%	20%	33%
5	Just Eat Takeaway ⁴	Global	111	16.5	16.5	1.2x	1.1x	8.0x	7.6x	10.5x	10.1x	45%	9%	79%
6	Grubhub ⁴	US	75	7.1	7.1	0.8x	0.7x	6.2x	4.9x	11.3x	8.1x	73%	11%	64%
	Median		93	29.4	29.4	2.2x	1.1x	18.9x	11.6x	42.2x	23.4x	56%	24%	79%
	Average		101	67.6	62.2	2.0x	1.3x	17.8x	12.6x	48.1x	27.8x	73%	47%	72%

* Adjusted GMV = Total e-commerce platform volume net of returns and sales tax; GP1 = Net Sales less COGS/CoS; GP2 = GP1 less (i) Delivery costs incl. last mile delivery; (ii) Payment processing costs

Notes:

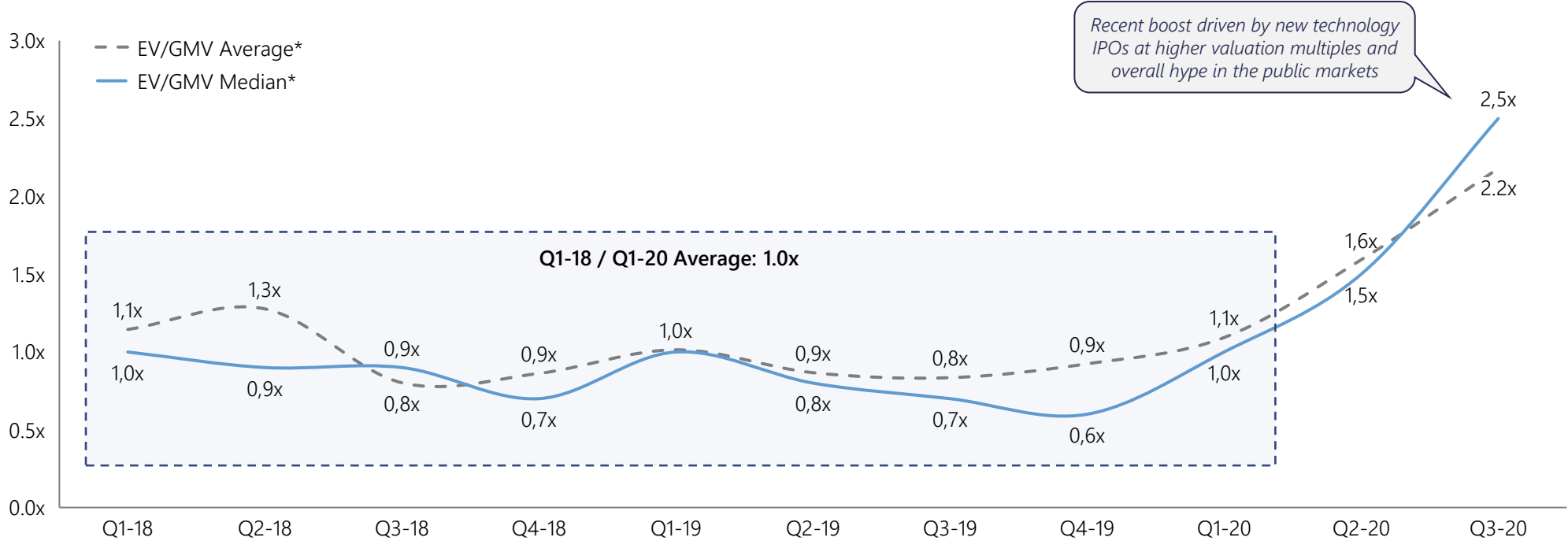
1. Estimated ecommerce related EV, excluding non e-commerce operations (e.g. cloud computing from Amazon and Alibaba, fintech operations from Mercado Libre, and Hotel & Travel business of Meituan Dianping)
2. Excluding VAT impact from GMV for Jumia, Pinduoduo, Allegro, Jd.com and OZON: Blended 8% VAT rate applied except for OZON (blended 18% VAT rate applied)
3. Excluding Returned Orders from GMV (20% return rate applied) for Jumia, Pinduoduo and JD.com
4. Add-back of i) delivery costs and ii) Payment processing costs in GP1 for Alibaba, Amazon, Pinduoduo, Delivery Hero, Grubhub, Doordash, Just Eat Takeaway and Meituan Dianping

Evolution of Global eCommerce Leaders EV/GMV (LTM) Index

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EV/GMV (LTM) Evolution, 2018 Q1 – 2020 Q3

Multiple (x)



- ❖ As of Q3-20, this Index tracks the EV/GMV (LTM) multiple of a basket of **14** publicly traded prominent eCommerce players, which are the market leaders in their operating regions. 3 new stocks; namely Allegro, Ozon and Doordash have just been added into the Index as they went public in the course of Q3-20.
- ❖ The average EV/GMV (LTM) multiple between Q1-18 and Q1-20 stands at **1.0x**, hovering in the range of **0.7x** to **1.3x**. Thanks to soaring tech valuations triggered by accelerated shift to digital commerce and latest oversubscribed IPOs at higher valuations, the average/median EV/GMV (LTM) multiple has risen to **2.5x/2.2x** in **Q3-20**, reaching all-time high levels.
- ❖ This basket of public eCommerce leaders is worth close to **\$3,126b** in market cap as of 28.01.2021.

* EV/GMV (LTM) multiples above are calculated based on the market caps of the index companies on the 25th day of the second month following each quarter end

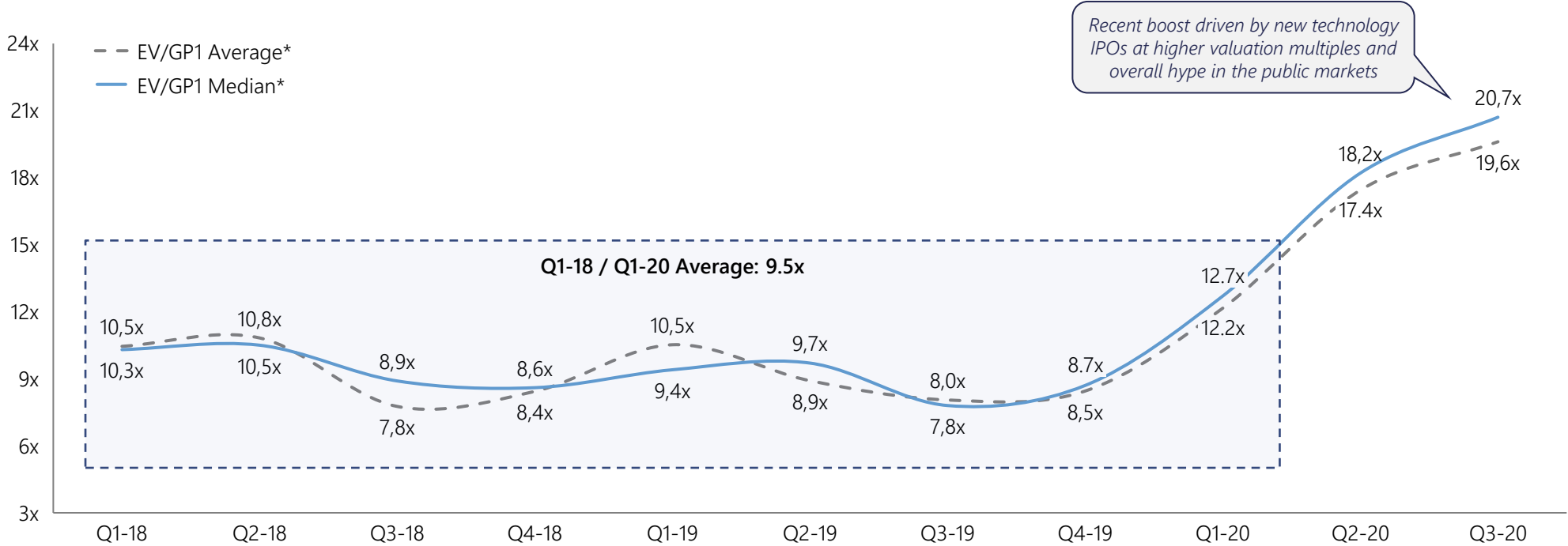
Source: Company Data. Annual Reports. Analyst Reports. Desk Research

Evolution of Global eCommerce Leaders EV/GP1 (LTM) Index

ODIN FINANCIAL ADVISORS

EV/GP1 (LTM) Evolution , 2018 Q1 – 2020 Q3

Multiple (x)



❖ The average EV/GP1 (LTM) multiple between Q1-18 and Q1-20 stands at **9.5x**, hovering in the range of **7.8x** to **12.7x**. Thanks to soaring tech valuations triggered by accelerated shift to digital commerce and latest oversubscribed IPOs at higher valuations, the average/median EV/GP1 (LTM) multiple has risen to **20.7x/19.6x** in **Q3-20**, reaching all-time high levels.

* EV/GP1 (LTM) multiples above are calculated based on the market caps of the index companies on the 25th day of the second month following each fiscal quarter end

Source: Company Data. Annual Reports. Analyst Reports. Desk Research

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Section I

eCommerce

Section II

Payments

Global Payments Category Leaders, As of 28-Jan-21

ODIN FINANCIAL ADVISORS

No	Company Name	Country	Market Indicators			EV / TPV Multiples		EV / Revenue ¹ Multiples		EV / GP ¹ Multiples		CY 20 Financial Performance Indicators				
			Share Price US\$ (28-Jan-21)	MCAP (US\$ b)	EV (US\$ b)	CY20	CY21	CY20	CY21	CY20	CY21	CY19-20 Revenue Growth ³	CY20-21 Revenue Growth ³	Take Rate ⁴	Gross Profit ¹ Margin	EBITDA Margin ²
Digital PSPs																
1	PayPal	Global	238	278.6	274.2	0.3x	0.2x	12.8x	11.0x	20.2x	17.3x	21%	17%	2.3%	63%	27%
2	Shopify	Global	1,121	137.6	132.4	2.6x	1.9x	45.9x	33.0x	82.7x	60.4x	83%	39%	5.6%	56%	16%
3	Square	US	220	99.2	99.0	0.9x	0.7x	10.2x	6.4x	36.0x	25.4x	106%	59%	4.3%	28%	4%
4	Adyen	Europe	2,134	64.7	62.3	0.2x	0.1x	15.3x	11.0x	80.4x	58.4x	35%	39%	1.2%	19%	10%
5	StoneCo ⁵	Brazil	74	22.9	22.1	0.5x	0.4x	35.4x	22.6x	50.7x	35.3x	36%	57%	1.5%	70%	45%
6	PagSeguro	Brazil	50	16.3	15.9	0.5x	0.4x	12.4x	9.0x	31.0x	17.8x	20%	37%	4.1%	40%	29%
7	Fawry	Egypt	3	1.9	1.8	0.3x	0.2x	21.7x	15.9x	39.9x	28.3x	48%	37%	1.6%	55%	30%
	Median		220	64.7	62.3	0.5x	0.4x	15.3x	11.0x	39.9x	28.3x	36%	39%	2.3%	55%	28%
	Average		549	88.7	86.8	0.8x	0.6x	22.0x	15.6x	48.7x	34.7x	50%	41%	2.9%	47%	23%
Traditional PSPs & Processors																
1	Global Payments	US	182	54.5	62.3	n.a.	n.a.	9.2x	8.0x	13.8x	11.5x	29%	15%	n.a.	67%	45%
2	Worldline ⁶	France	86	24.1	24.9	n.a.	n.a.	7.9x	7.3x	20.1x	18.3x	16%	9%	n.a.	40%	24%
3	Nexi ⁷	Italia	18	11.3	15.3	0.03x	0.03x	12.9x	11.6x	17.6x	15.9x	6%	11%	0.2%	73%	57%
4	Network Int	MEA	5	2.6	3.0	0.1x	0.1x	10.8x	9.3x	n.a.	n.a.	(17%)	15%	0.3%	n.a.	40%
	Median		52	17.7	20.1	0.1x	0.1x	10.0x	8.7x	17.6x	15.9x	11%	13%	0.3%	67%	43%
	Average		73	23.1	26.4	0.1x	0.1x	10.2x	9.1x	17.2x	15.2x	8%	13%	0.3%	60%	42%
Payment Networks																
1	Visa	Global	198	463.3	470.0	0.04x	0.04x	16.7x	15.4x	22.0x	20.3x	(6%)	8%	0.3%	76%	51%
2	Mastercard	Global	324	322.8	325.0	0.05x	0.05x	13.5x	11.3x	20.7x	17.2x	(4%)	20%	0.4%	65%	36%
	Median		261	393.1	397.5	0.05x	0.04x	15.1x	13.3x	21.4x	18.7x	(5%)	14%	0.3%	70%	44%
	Average		261	393.1	397.5	0.05x	0.04x	15.1x	13.3x	21.4x	18.7x	(5%)	14%	0.3%	70%	44%
B2B Payment Solutions																
1	FleetCor	Global	252	21.0	24.7	n.a.	n.a.	10.4x	9.3x	n.a.	n.a.	(10%)	12%	n.a.	n.a.	50%
2	Edenred	Global	55	13.6	15.8	n.a.	n.a.	9.8x	8.4x	n.a.	n.a.	(13%)	17%	n.a.	n.a.	39%
3	Wex	Global	196	8.7	10.3	n.a.	n.a.	6.6x	5.6x	n.a.	n.a.	(10%)	18%	n.a.	n.a.	37%
4	Bill.com	US	125	10.1	9.5	n.a.	n.a.	53.7x	42.8x	n.a.	n.a.	32%	25%	n.a.	n.a.	7%
	Median		161	11.9	13.0	n.a.	n.a.	10.1x	8.9x	n.a.	n.a.	(10%)	17%	n.a.	n.a.	38%
	Average		157	13.4	15.1	n.a.	n.a.	20.1x	16.5x	n.a.	n.a.	(0%)	18%	n.a.	n.a.	33%

Notes:

1. a) For PSPs: GP= Revenue less CoS; i) Revenue: Transaction Revenue + Value-added Services (VAS) + Prepayment/Credit products, ii) CoS: Transaction Costs + Service Costs + Funding Costs of Prepayment/Credit products

b) For Payment Networks: GP= Gross Revenue less Rebates and Client Incentives

2. EBITDA figures are adjusted for stock-based compensation and other non-cash income/expenses

3. Local Currency Growth

4. Take Rate: Revenue/TPV

5. StoneCo trades at premium compared to its peers, as it signed a definitive agreement in August 2020 to acquire Linx for \$1.2b, which is expected by the market consensus to be earnings accretive

6. In December 2020, Worldline announced the acquisition of a controlling stake (51%) in the commercial acquiring business of ANZ Bank in Australia; CY21 revenue is forecasted on a stand-alone basis (excluding the potential inorganic revenue growth attributable to the recent acquisition)

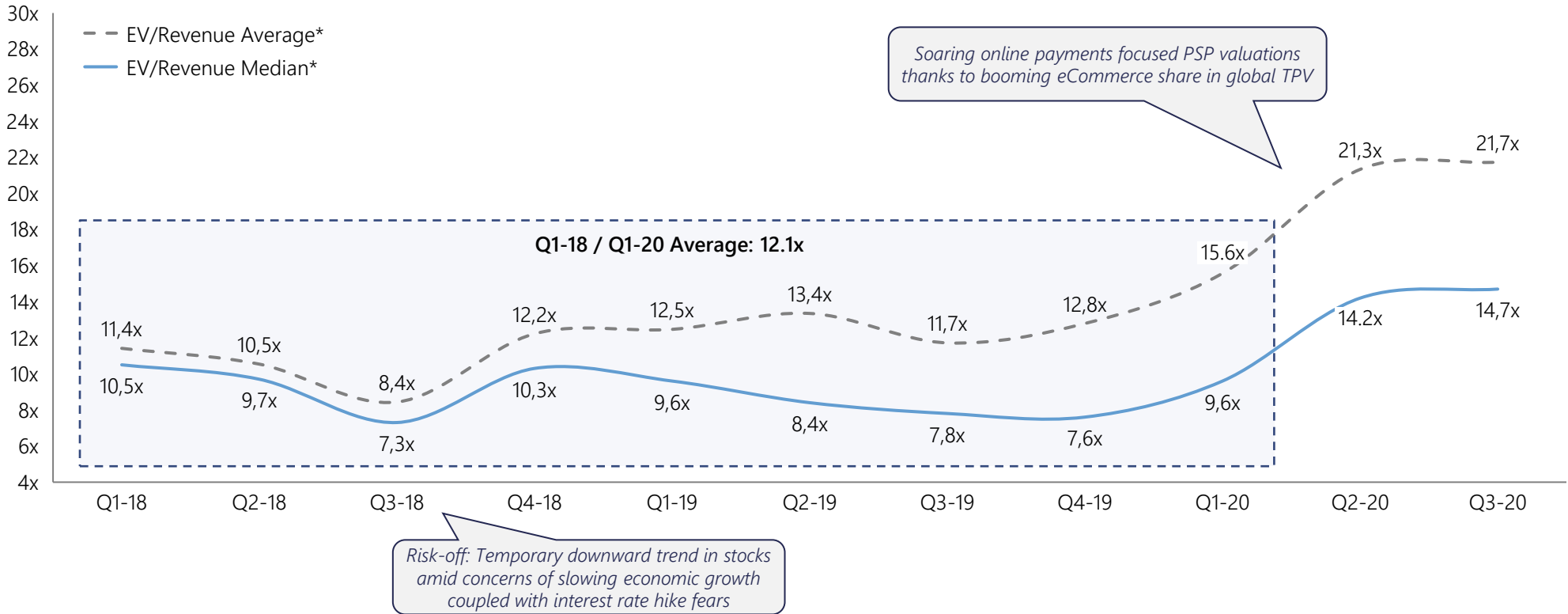
7. Nexi agreed to acquire Nets A/S for approx. \$9.2b in November 2020, to create Europe's biggest payments firm in terms of volume and build on its previous acquisition of SIA in October 2020

Source: Company Data, Annual Reports, Analyst Reports, Desk Research

Evolution of Digital PSPs EV/Revenue (LTM) Index

EV/Revenue (LTM) Evolution, 2018 Q1 – 2020 Q3

Multiple (x)



- ❖ As of Q3-20, this Index tracks the EV/Revenue (LTM) multiple of a basket of **7** publicly traded prominent digital PSPs, which are the market leaders in their operating regions.
- ❖ The average EV/Revenue (LTM) multiple between Q1-18 and Q1-20 stands at **12.1x**, hovering in the range of **7.3x** to **15.6x**. Soaring digital PSP valuations triggered by accelerated shift to digital commerce, the average/median EV/Revenue (LTM) multiple has risen to **21.7x/14.7x** in **Q3-20**, reaching all-time high levels.
- ❖ This basket of public PSP leaders is worth close to **\$621b** in market cap, as of 28.01.2021.

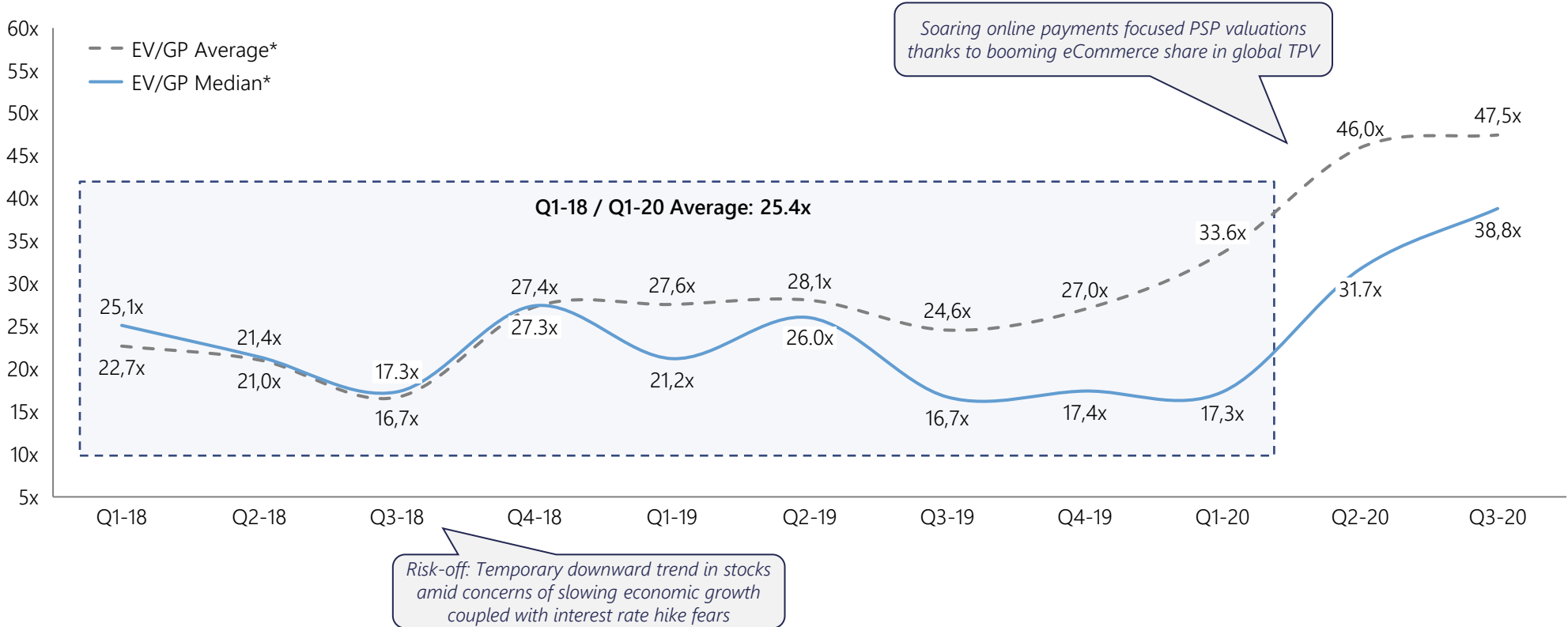
* EV/Revenue (LTM) multiples above are calculated based on the market caps of the index companies on the 25th day of the second month following each quarter end

Source: Company Data, Annual Reports, Analyst Reports, S&P CapIQ, Desk Research

Evolution of Digital PSPs EV/GP (LTM) Index

EV/GP (LTM) Evolution, 2018 Q1 – 2020 Q3

Multiple (x)



❖ The average EV/GP (LTM) multiple between Q1-18 and Q1-20 stands at **25.4x**, hovering in the range of **16.7x** to **33.6x**. Soaring digital PSP valuations triggered by accelerated shift to digital commerce, the average/median EV/GP (LTM) multiple has risen to **47.5x/38.8x** in **Q3-20**, reaching all-time high levels.

* EV/GP (LTM) multiples above are calculated based on the market caps of the index companies on the 25th day of the second month following each quarter end

Source: Company Data, Annual Reports, Analyst Reports, S&P CapIQ, Desk Research

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