

eCommerce & Payments Monthly Tracker

March 2021



Index

Section I

eCommerce

Section II

Payments

Global eCommerce Category Leaders, As of 30-Mar-21

ODIN FINANCIAL ADVISORS

No	Company Name	Country	Market Indicators			EV ¹ / Adj. GMV Multiples		EV ¹ / GP1 ² Multiples		EV ¹ / GP2 ² Multiples		CY 20 Financial Performance Indicators			
			Share Price US\$ (30-Mar-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 ² Margin	GP2 ² Margin
Primarily 3P Model															
1	Alibaba	Global	229	594.4	507.0	0.4x	0.3x	15.8x	12.8x	17.4x	14.2x	27%	27%	42%	38%
2	Pinduoduo	Asia	135	159.0	159.0	0.8x	0.6x	32.8x	20.4x	69.3x	36.7x	65%	35%	63%	30%
3	MercadoLibre	LATAM	1,428	69.8	41.6	2.0x	1.9x	37.6x	26.4x	44.3x	30.0x	49%	9%	47%	40%
4	Allegro	Poland	14	15.1	15.1	1.9x	1.5x	27.6x	22.8x	42.7x	35.1x	54%	22%	73%	48%
5	Jumia	Africa	36	3.1	3.1	4.8x	4.1x	59.6x	43.4x	133.7x	80.6x	(19%)	15%	50%	22%
	Median		135	69.8	41.6	1.9x	1.5x	32.8x	22.8x	44.3x	35.1x	49%	22%	50%	38%
	Average		368	168.3	145.2	2.0x	1.7x	34.7x	25.1x	61.5x	39.3x	35%	22%	55%	35%
Primarily 1P Business & Hybrid Model															
1	Amazon	Global	3,055	1,555.4	1,069.1	2.4x	2.0x	10.2x	9.3x	13.5x	12.0x	37%	19%	38%	29%
2	JD.com	Global	83	116.4	116.4	0.4x	0.3x	9.8x	7.7x	14.0x	10.8x	29%	23%	11%	8%
3	OZON	Russia	53	11.0	11.0	5.1x	3.0x	33.6x	16.9x	127.2x	47.3x	148%	71%	25%	7%
4	B2W	LATAM	11	5.5	5.5	1.0x	0.8x	9.9x	7.7x	11.1x	8.8x	48%	33%	29%	25%
	Median excl. Ozon		83	116.4	116.4	1.0x	0.8x	9.9x	7.7x	13.5x	10.8x	37%	23%	29%	25%
	Average excl. Ozon		1,050	559.1	397.0	1.3x	1.0x	10.0x	8.2x	12.9x	10.5x	38%	25%	26%	21%
On-demand Delivery															
1	Meituan Dianping	China	38	216.7	184.0	3.4x	2.3x	64.0x	36.4x	125.5x	43.1x	28%	48%	51%	26%
2	Doordash	US	131	37.7	37.7	1.5x	1.2x	17.9x	12.9x	26.7x	18.6x	207%	28%	81%	54%
3	Delivery Hero	Global	128	25.9	25.9	2.0x	0.7x	16.3x	7.0x	41.4x	14.4x	66%	165%	73%	29%
4	Ocado	UK	28	19.7	19.7	n.a.	n.a.	24.0x	19.1x	31.8x	25.2x	n.a.	n.a.	31%	23%
5	Just Eat Takeaway	Global	91	13.6	13.6	1.0x	1.0x	6.2x	6.1x	7.9x	8.3x	51%	5%	89%	70%
6	Grubhub	US	60	5.8	5.8	0.8x	0.7x	7.6x	6.2x	8.9x	6.7x	46%	11%	53%	46%
	Median excl. Meituan Dianping		91	19.7	19.7	1.3x	0.9x	16.3x	7.0x	26.7x	14.4x	59%	20%	73%	46%
	Average excl. Meituan Dianping		88	20.5	20.5	1.3x	0.9x	14.4x	10.3x	23.3x	14.6x	93%	52%	66%	44%

Notes:

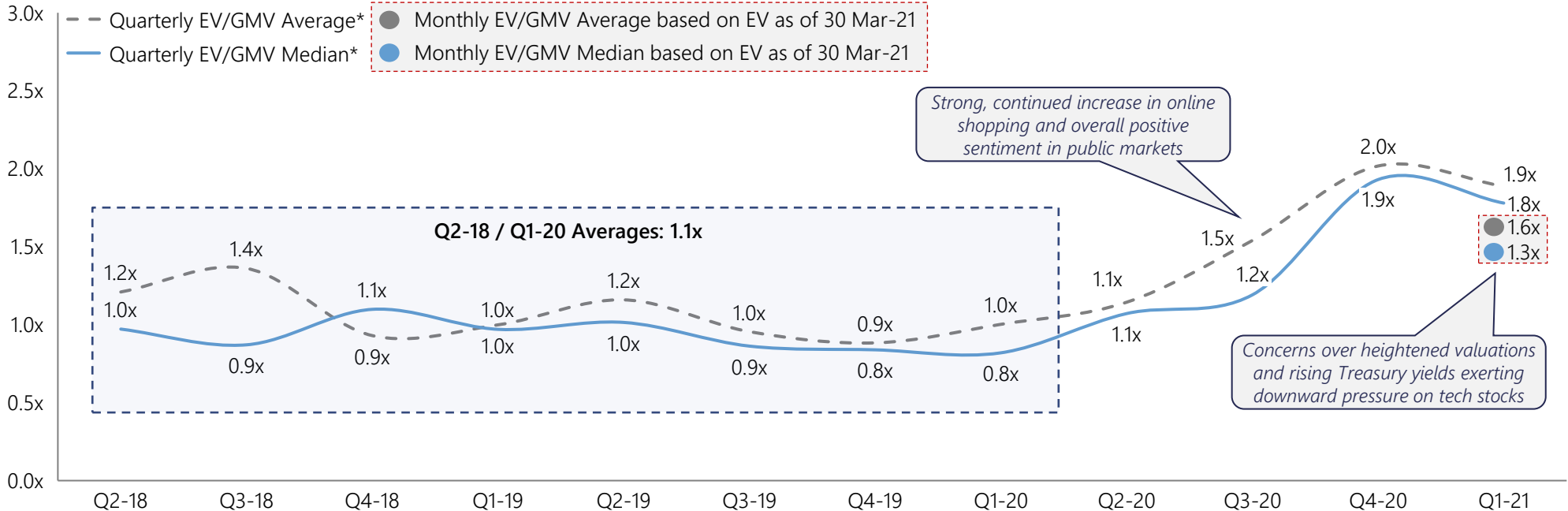
- Estimated ecommerce related EV, excluding non e-commerce operations (e.g. cloud computing from Amazon and Alibaba, fintech operations from Mercado Libre, and Hotel & Travel business of Meituan Dianping)
- Adjusted GMV = Total e-commerce platform volume net of returns, VAT and shipping income
Net Sales: 1P+3P Revenue excluding shipping revenue and other services
GP1 = Net Sales less COGS/CoS
GP2 = GP1 less (i) Delivery costs incl. last mile delivery; (ii) Payment processing costs; plus shipping income
- Local Currency Growth

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

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EV/GMV Evolution, 2018 Q2 – 2021 Q1

Multiple (x)



Basis of Preparation

- ❖ **Quarterly Multiples:** In order to provide a like-for-like approach in the historical period, quarterly EV/GMV (LTM) multiples have been consistently calculated based on market caps of the indexed companies on the 25th day of the second month (the date that covers all earnings release dates of index companies) following each fiscal quarter end, employing LTM GMV figures as of the latest quarter ends. (e.g. Quarterly Q1-21 multiples above have been calculated based on the market capitalizations as of 25-Feb 2021 and the LTM GMV figures as of 30 Dec-20)
- ❖ **Monthly Multiples** have been calculated based on the market capitalizations as at the latest available date and the LTM GMV figures published as of the latest quarter ends in order to reflect the most updated valuations

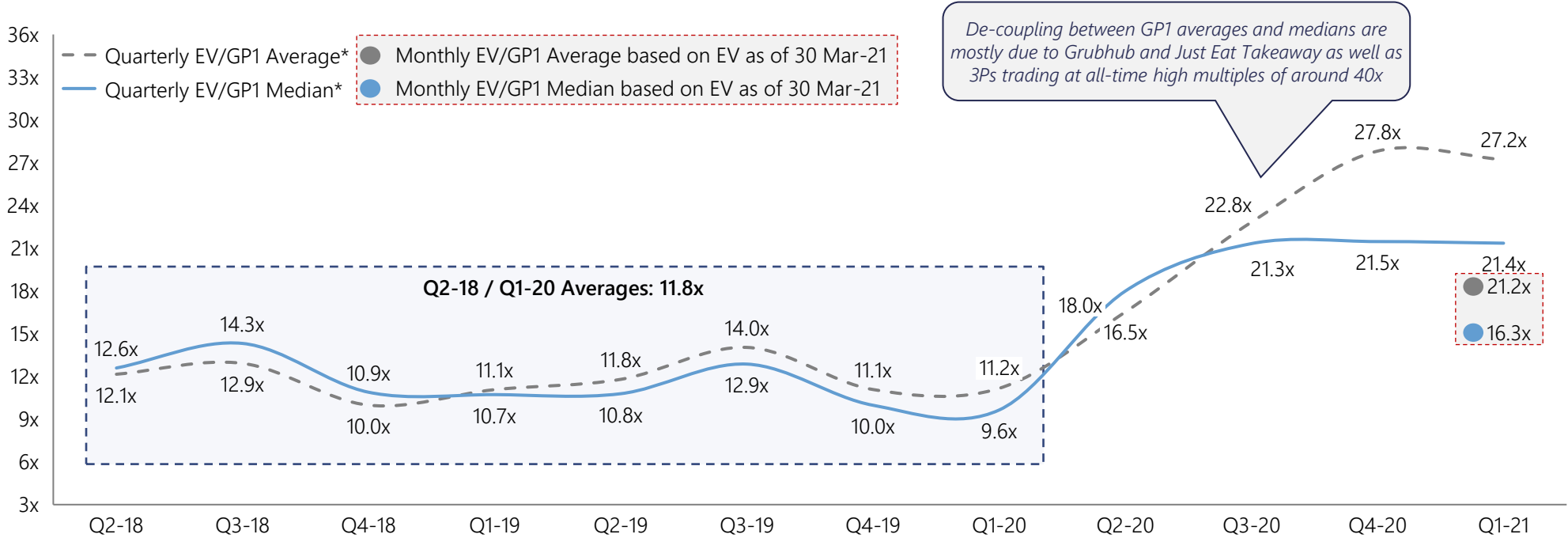
- ❖ As of Q1-21, this Index tracks EV/GMV (LTM) multiples for a basket of **12** publicly traded prominent, regional category leader eCommerce companies
- ❖ The average EV/GMV (LTM) multiples pre-Covid between Q2-18 and Q1-20 were at **1.1x** – ranging from **0.9x** to **1.4x**. Soaring valuations post-Covid triggered by accelerated shift to digital commerce and unprecedented influx of cash from monetary authorities globally, resulted in all-time high valuations in **Q4-20**. The rally in technology industry stocks slowed down due to investor concerns over heightened valuations and Treasury yields rising in **Mar-21**. Thus, the average EV/GMV (LTM) multiple declined to **1.6x** as of 30 Mar-21 from **1.9x** as of 25 Feb-21.
- ❖ This basket of public eCommerce leaders was close to **\$2.6tr** in cumulative market capitalization as of March 30, 2021.

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

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EV/GP1 Evolution , 2018 Q2 – 2021 Q1

Multiple (x)



- ❖ The average EV/GP1 (LTM) multiples between Q2-18 and Q1-20 were at **11.8x**, ranging from **10.0x** to **14.0x**. Post-Covid we see average EV/GP1 (LTM) multiples increase to **27.8x** in **Q4-20**, reaching all-time highs.
- ❖ The average EV/GP1 (LTM) multiple declined to **21.2x** as of 30 Mar-21, reflecting the surging Treasury yields and all-time high valuations curbing investor appetite for technology stocks overall.

* Please refer to p.4 for the Basis of Preparation

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

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Section I

eCommerce

Section II

Payments

Global Payments Category Leaders, As of 30-Mar-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\$ (30-Mar-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	236	277	273.7	0.3x	0.2x	12.8x	10.9x	20.2x	17.4x	21%	17%	2.3%	63%	27%
2	Shopify	Global	1,040	130.1	124.6	2.3x	1.8x	42.5x	31.0x	78.8x	56.8x	86%	37%	5.5%	54%	15%
3	Square	US	207	96.8	96.0	0.9x	0.7x	10.1x	6.2x	35.0x	24.6x	101%	63%	4.3%	29%	5%
4	Adyen	Europe	2,209	66.8	63.8	0.2x	0.1x	15.4x	11.3x	84.7x	59.6x	37%	36%	1.2%	18%	11%
5	StoneCo	Brazil	60	18.9	18.1	0.4x	0.3x	29.5x	18.5x	42.5x	28.8x	33%	60%	1.5%	69%	44%
6	PagSeguro	Brazil	44	15.0	14.5	0.5x	0.4x	11.3x	8.2x	25.4x	16.3x	20%	37%	4.1%	44%	30%
7	Nuvei	Global	56	8.1	8.1	0.2x	n.a.	21.7x	15.7x	26.6x	n.a.	53%	38%	0.9%	82%	43%
8	Fawry	Egypt	2	2.0	1.9	0.4x	0.3x	23.3x	17.0x	42.8x	30.4x	48%	37%	1.6%	54%	30%
Median excl. Shopify			60	18.9	18.1	0.4x	0.3x	15.4x	11.3x	35.0x	26.7x	37%	37%	1.6%	49%	30%
Average excl. Shopify			402	69.2	68.0	0.4x	0.3x	17.7x	12.5x	39.6x	29.5x	45%	41%	2.3%	46%	27%
Traditional PSPs & Processors																
1	Global Payments	US	204	60.3	68.8	n.a.	n.a.	9.3x	8.8x	13.7x	12.6x	41%	5%	n.a.	68%	38%
2	Worldline	France	83	23.2	28.3	n.a.	n.a.	9.1x	8.3x	22.9x	20.9x	15%	9%	n.a.	40%	19%
3	Nexi	Italia	17	10.8	15.1	0.03x	0.03x	12.7x	11.5x	17.5x	15.7x	6%	11%	0.3%	73%	58%
4	Shift4	US	82	4.1	4.4	0.2x	n.a.	13.5x	n.a.	24.3x	n.a.	10%	n.a.	1.3%	56%	30%
5	Network Int	MEA	6	3.0	3.1	0.1x	0.1x	10.8x	9.2x	n.a.	n.a.	(15%)	18%	0.3%	n.a.	40%
6	Repay	US	23	1.8	2.0	0.1x	0.1x	13.1x	10.8x	17.9x	14.8x	48%	21%	1.0%	73%	44%
7	Paya	US	11	1.4	1.6	0.0x	0.04x	7.7x	6.7x	15.3x	13.2x	1%	15%	0.6%	50%	23%
Median			23	4.1	4.4	0.1x	0.1x	10.8x	9.0x	17.7x	14.8x	10%	13%	0.6%	62%	38%
Average			61	14.9	17.6	0.1x	0.1x	10.9x	9.2x	18.6x	15.5x	15%	13%	0.7%	60%	36%
Payment Networks																
1	Visa	Global	212	452.9	459.6	0.04x	0.04x	16.3x	15.0x	21.4x	19.7x	(6%)	9%	0.3%	76%	51%
2	Mastercard	Global	358	355.8	358.4	0.06x	0.05x	15.2x	12.4x	23.4x	18.9x	(5%)	22%	0.4%	65%	36%
Average			285	404	409	0.05x	0.04x	15.7x	13.7x	22.4x	19.3x	(6%)	16%	0.3%	70%	44%
B2B Payment Solutions																
1	FleetCor	Global	277	23.1	26.7	n.a.	n.a.	11.2x	10.0x	n.a.	n.a.	(10%)	11%	n.a.	n.a.	51%
2	Edenred	Global	52	12.9	14.4	n.a.	n.a.	8.7x	7.7x	n.a.	n.a.	(10%)	12%	n.a.	n.a.	40%
3	Bill.com	US	138	11.3	10.5	n.a.	n.a.	57.4x	47.5x	n.a.	n.a.	37%	21%	n.a.	n.a.	n.a.
4	Wex	Global	213	9.4	11.9	n.a.	n.a.	7.6x	6.6x	n.a.	n.a.	(10%)	16%	n.a.	n.a.	28%
Median excl. Bill.com			213	12.9	14.4	n.a.	n.a.	8.7x	7.7x	n.a.	n.a.	(10%)	12%	n.a.	n.a.	40%
Average excl. Bill.com			181	15.1	17.7	n.a.	n.a.	9.1x	8.1x	n.a.	n.a.	(10%)	13%	n.a.	n.a.	40%

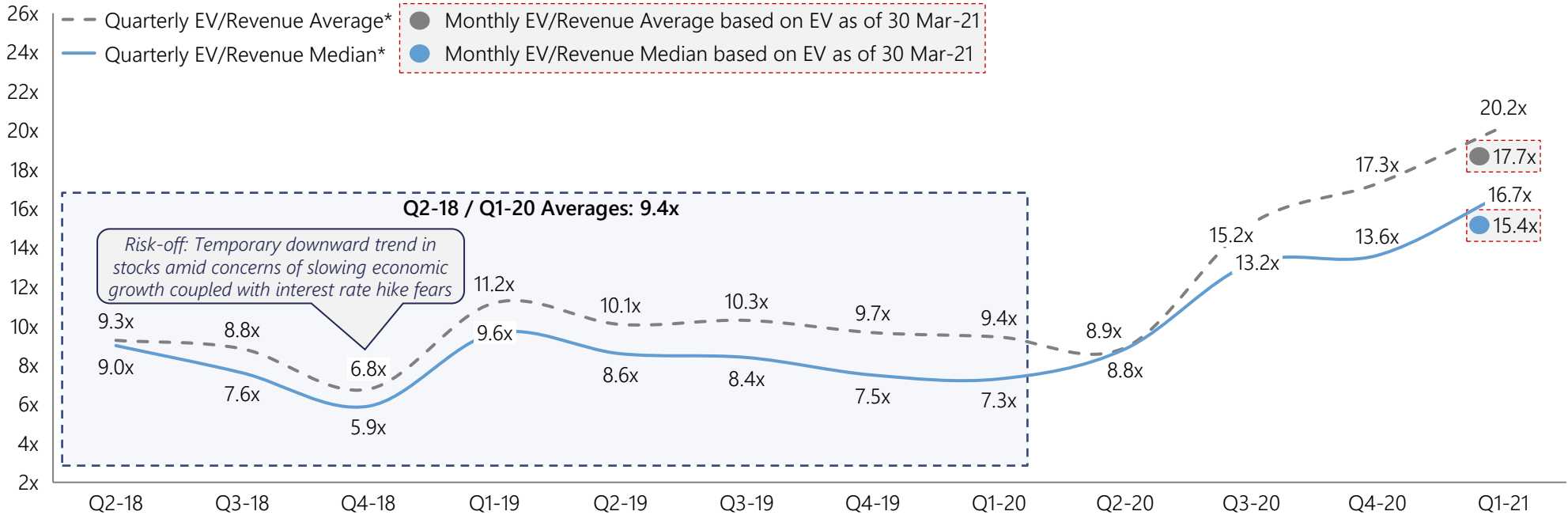
Notes:

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

Evolution of Digital PSPs EV/Revenue (LTM) Index

EV/Revenue Evolution, 2018 Q2 – 2021 Q1

Multiple (x)



- ❖ As of Q1-21, this Index tracks EV/Revenue (LTM) multiples for a basket of **7** publicly traded prominent digital PSPs, all market leaders within their respective operating regions.
- ❖ The average EV/Revenue (LTM) multiples between Q2-18 and Q1-20 were at **9.4x**, ranging from **6.8x** to **11.2x**. Soaring digital PSP valuations triggered by accelerated shift to digital commerce and unprecedented influx of cash in the public markets resulted in all-time high valuations in **Feb-21**. The rally in technology stocks has slowed down due to investor concerns over heightened all-time high valuations and Treasury yields rising in **Mar-21**. Thus, the average EV/Revenue (LTM) multiple declined to **17.7x** as of 30 Mar-21 from **20.2x** as of 25 Feb-21.
- ❖ This basket of public digital PSP leaders is worth around **\$485b** in terms of cumulative market capitalization as of March 30, 2021.

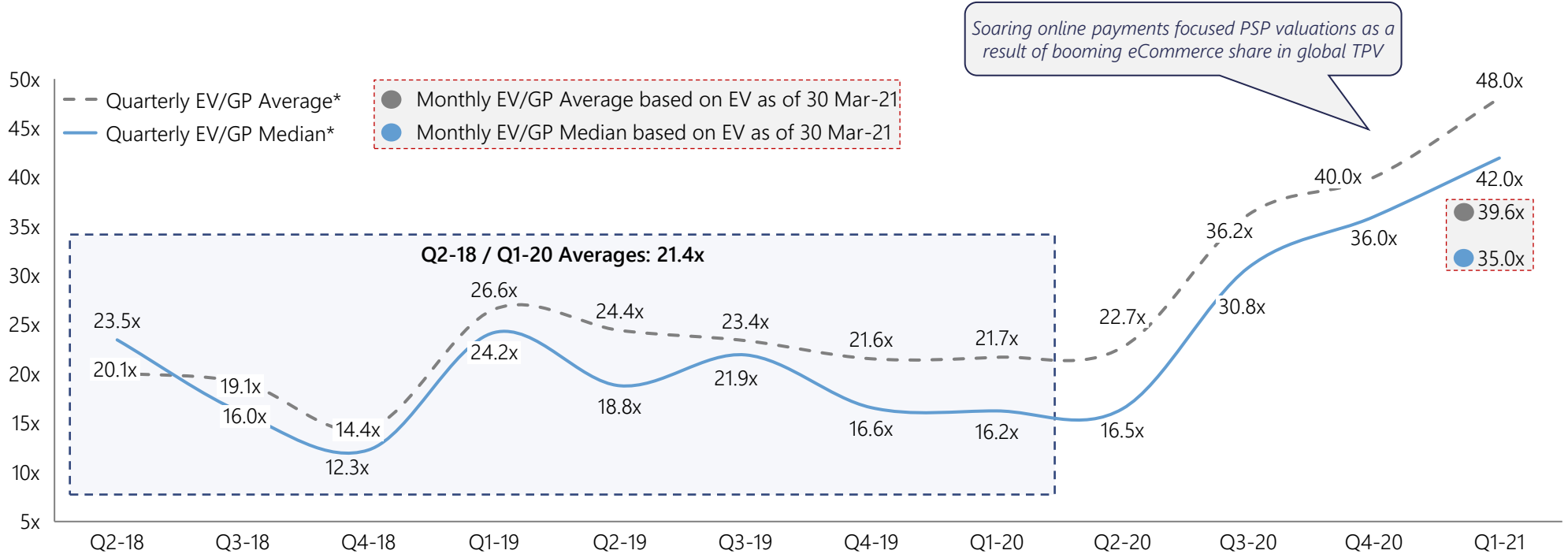
* Please refer to p.4 for the Basis of Preparation

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

Evolution of Digital PSPs EV/GP (LTM) Index

EV/GP Evolution, 2018 Q2 – 2021 Q1

Multiple (x)



❖ The average EV/GP (LTM) multiple between Q2-18 and Q1-20 were at **21.4x** ranging from **14.4x** to **26.6x**. Soaring digital PSP valuations triggered by accelerated shift to digital commerce and its contribution to TPV coupled with an unprecedented influx of cash into the public markets, the average/median EV/GP (LTM) multiple has risen to **48.0x/42.0x** in **Feb-21**, reaching all-time highs.

❖ The average EV/GP (LTM) multiple declined to **39.6x** as of 30 Mar-21 reflecting the rising Treasury yields and extremely high valuations curbing the investor appetite for tech stocks.

* Please refer to p.4 for the Basis of Preparation

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

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