

eCommerce & Payments Monthly Tracker

May 2021



Index

Section I

eCommerce

Section II

Payments

Global eCommerce Category Leaders, As of 25-May-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		Financial Performance Indicators ⁴			
			Share Price US\$ (25-May-21)	EV (US\$ b)	Adj. EV ¹ (US\$ b)	LTM ⁴	CY21	LTM ⁴	CY21	LTM ⁴	CY21	LTM Adj. GMV Growth ³	CY20-21 Adj. GMV Growth ³	GP1 ² Margin	GP2 ² Margin
Primarily 3P Model															
1	Alibaba	Global	211	547.1	449.5	0.4x	0.3x	12.0x	9.9x	14.5x	12.2x	23%	30%	43%	35%
2	Pinduoduo	Asia	131	153.2	153.2	0.6x	0.5x	26.9x	20.7x	63.3x	40.5x	78%	43%	59%	25%
3	MercadoLibre	LATAM	1,365	69.4	37.2	1.6x	1.7x	29.0x	29.3x	33.3x	35.3x	64%	8%	45%	39%
4	Allegro	Poland	16	17.4	17.4	1.9x	1.7x	26.6x	20.5x	41.5x	34.9x	56%	22%	75%	48%
5	Jumia	Africa	27	2.1	2.1	3.1x	3.0x	43.0x	35.2x	85.5x	63.5x	(17%)	0.3%	50%	25%
	Median		131	69.4	37.2	1.6x	1.7x	26.9x	20.7x	41.5x	35.3x	56%	22%	50%	35%
	Average		350	157.8	131.9	1.5x	1.4x	27.5x	23.1x	47.6x	37.3x	41%	21%	54%	35%
Primarily 1P Business & Hybrid Model															
1	Amazon	Global	3,259	1,671.9	1,150.4	2.2x	1.9x	10.8x	8.4x	13.9x	10.5x	48%	29%	36%	28%
2	JD.com	Global	73	102.8	102.8	0.3x	0.3x	8.4x	6.8x	12.2x	9.7x	33%	32%	11%	7%
3	OZON	Russia	55	10.2	10.2	4.0x	2.5x	24.5x	12.9x	208.2x	87.4x	150%	94%	28%	3%
4	B2W	LATAM	11	5.9	5.9	1.0x	0.7x	9.8x	7.8x	11.1x	8.9x	61%	58%	29%	25%
	Median excl. Ozon		73	102.8	102.8	1.0x	0.7x	9.8x	7.8x	12.2x	9.7x	48%	32%	29%	25%
	Average excl. Ozon		1,114	593.5	419.7	1.2x	1.0x	9.7x	7.7x	12.4x	9.7x	48%	40%	25%	20%
On-demand Delivery															
1	Meituan Dianping	China	36	212.1	171.0	2.9x	2.0x	53.1x	42.3x	99.5x	51.3x	46%	59%	50%	27%
2	Doordash	US	136	40.2	40.2	1.3x	1.2x	15.0x	14.3x	22.6x	21.5x	229%	34%	83%	55%
3	Delivery Hero	Global	134	33.6	33.6	1.2x	0.9x	n.a.	n.a.	n.a.	n.a.	78%	56%	n.a.	n.a.
4	Ocado	UK	28	20.1	20.1	n.a.	n.a.	24.7x	17.7x	32.3x	22.5x	n.a.	n.a.	29%	22%
5	Just Eat Takeaway	Global	92	13.7	13.7	1.0x	0.7x	6.4x	4.4x	8.9x	7.9x	51%	45%	87%	62%
6	Grubhub	US	61	5.9	5.9	0.7x	0.7x	7.5x	5.2x	8.9x	5.5x	58%	21%	50%	42%
	Median excl. Meituan Dianping		92	20.1	20.1	1.1x	0.8x	11.2x	9.8x	15.7x	14.7x	68%	39%	66%	49%
	Average excl. Meituan Dianping		90	22.7	22.7	1.1x	0.9x	13.4x	10.4x	18.2x	14.4x	104%	39%	62%	45%

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. 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
3. Local Currency Growth
4. 2020 Actual or closest LTM results for each company

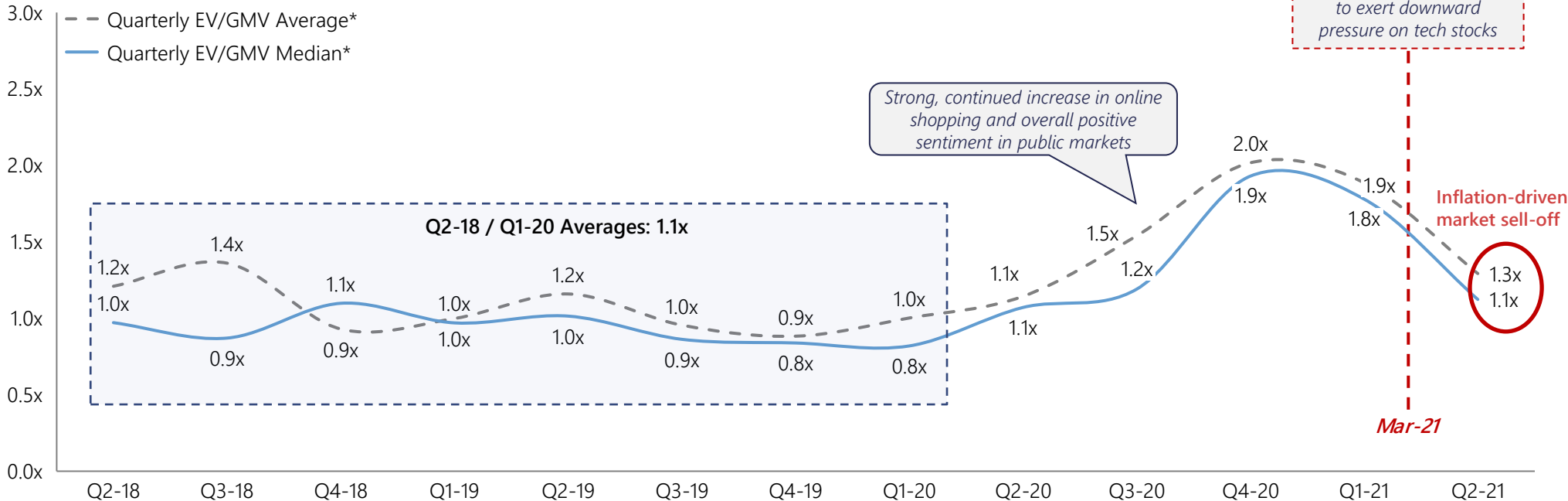
Source: Company Data, Annual Reports, Analyst Reports, S&P CapIQ, Desk Research

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

ODIN FINANCIAL ADVISORS

EV/GMV Evolution, 2018 Q2 – 2021 Q2

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

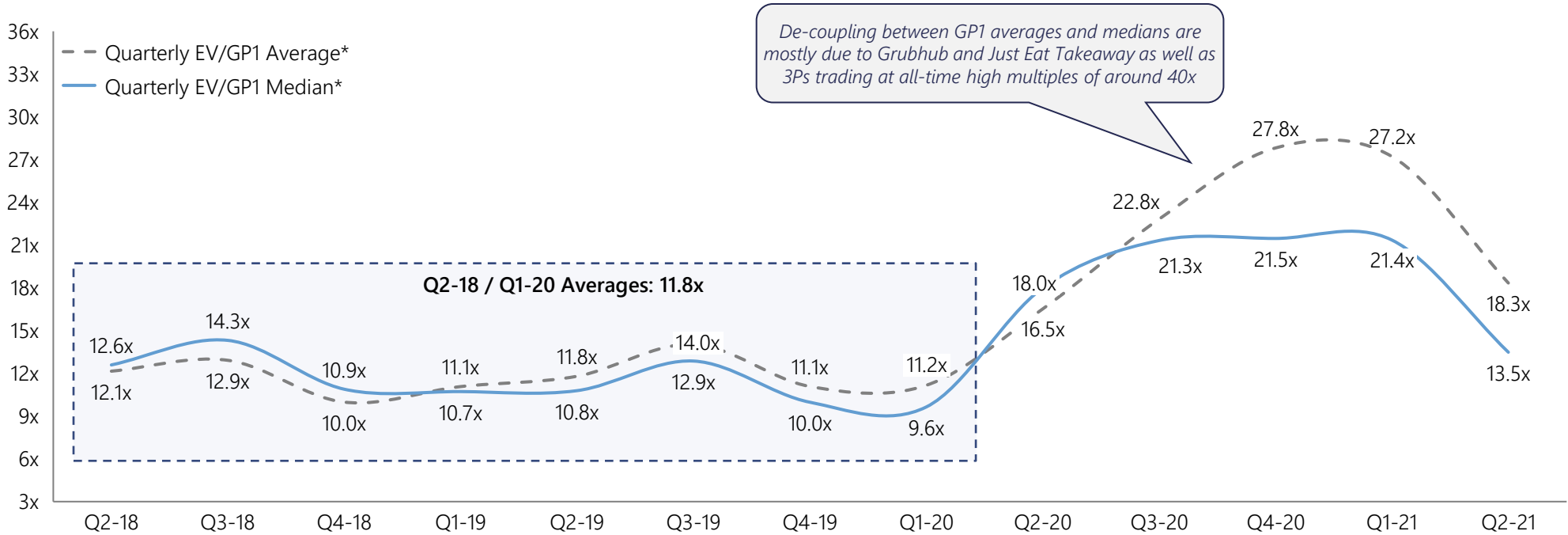
- ❖ As of Q2-21, this Index tracks EV/GMV (LTM) multiples for a basket of **12** publicly traded prominent, regional category leader eCommerce companies
- ❖ The average EV/GMV (LTM) multiples pre-Covid between Q2-18 and Q1-20 were at **1.1x** – ranging from **0.9x** to **1.4x**. Soaring valuations post-Covid 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**. However; growing concerns around inflation and extended valuations (earnings growth prospects not justifying the valuations) have started to weigh on technology industry stocks starting from **Mar-21**. Thus; the average EV/GMV (LTM) multiple was at **1.3x** as of 25 May-21, down from **2.0x** as of Q4-20.
- ❖ This basket of public eCommerce leaders was close to **\$2.7tr** in cumulative market capitalization as of May 25, 2021, down from **\$3.1tr** as of January 28, 2021.

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

ODIN FINANCIAL ADVISORS

EV/GP1 Evolution , 2018 Q2 – 2021 Q2

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 **18.3x** as of Q2-21 from **27.8x** as of Q4-20 due to investors' rotation into value and cyclical stocks, mainly driven by the accelerated economic reopening and high valuations of technology industry stocks.

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

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

Index

Section I

eCommerce

Section II

Payments

Global Payments Category Leaders, As of 25-May-21

ODIN FINANCIAL ADVISORS

No	Company Name	Country	Market Indicators			EV / TPV Multiples		EV / Revenue ¹ Multiples		EV / GP ¹ Multiples		Financial Performance Indicators ⁵				
			Share Price US\$ (25-May-21)	MCAP (US\$ b)	EV (US\$ b)	LTM ⁴	CY21	LTM ⁴	CY21	LTM ⁴	CY21	LTM Revenue Growth ³	CY20-21 Revenue Growth ³	Take Rate ⁴	Gross Profit ¹ Margin	EBITDA Margin ²
Digital PSPs																
1	PayPal	Global	259	304	300.5	0.3x	0.2x	13.1x	11.8x	20.9x	18.7x	25%	19%	2.2%	63%	28%
2	Shopify	Global	1,240	154.3	147.5	2.3x	2.1x	42.8x	36.4x	78.7x	67.8x	100%	38%	3.8%	54%	17%
3	Square	US	216	98.5	98.7	0.8x	0.7x	7.5x	6.2x	31.1x	25.4x	157%	69%	4.3%	24%	5%
4	Adyen	Europe	2,333	70.9	67.7	0.2x	0.1x	16.3x	10.5x	89.7x	58.9x	37%	47%	1.2%	18%	11%
5	StoneCo	Brazil	65	20.0	19.1	0.5x	0.4x	31.1x	19.5x	44.0x	25.1x	29%	69%	1.5%	71%	41%
6	PagSeguro	Brazil	47	15.4	15.1	0.5x	0.4x	11.6x	8.5x	26.3x	17.7x	20%	45%	4.1%	44%	30%
7	Nuvei	Global	76	10.5	10.6	0.2x	0.1x	14.3x	10.5x	29.4x	21.6x	56%	62%	1.3%	49%	27%
8	Fawry	Egypt	1.4	1.3	1.2	0.2x	0.2x	14.3x	11.0x	26.0x	19.7x	37%	38%	1.5%	54%	32%
Median excl. Shopify			76	20.0	19.1	0.3x	0.2x	14.3x	10.5x	29.4x	21.6x	37%	47%	1.5%	49%	28%
Average excl. Shopify			428	74.3	73.3	0.4x	0.3x	15.5x	11.1x	38.2x	26.7x	52%	50%	2.3%	46%	25%
Traditional PSPs & Processors																
1	Global Payments	US	195	57.6	65.9	n.a.	n.a.	8.8x	8.7x	12.2x	12.3x	26%	2%	n.a.	72%	38%
2	Worldline	France	95	26.6	31.9	n.a.	n.a.	5.9x	5.2x	n.a.	n.a.	n.a.	6%	n.a.	n.a.	n.a.
3	Nexi	Italia	20	12.7	16.7	0.03x	0.03x	13.5x	12.0x	18.7x	16.4x	5%	11%	0.3%	73%	57%
4	Shift4	US	93	4.8	5.3	0.2x	0.1x	15.4x	10.8x	28.1x	18.1x	7%	50%	1.3%	55%	28%
5	Network Int	MEA	5	3.0	3.1	0.1x	0.1x	10.7x	9.2x	n.a.	n.a.	(15%)	17%	0.3%	n.a.	40%
6	Repay	US	23	1.8	1.9	0.1x	0.1x	11.7x	10.3x	15.9x	14.1x	35%	19%	1.0%	74%	44%
7	Paya	US	10	1.2	1.3	0.0x	0.03x	6.3x	5.6x	12.3x	11.1x	5%	16%	0.6%	51%	25%
Median			23	4.8	5.3	0.1x	0.1x	10.7x	9.2x	15.9x	14.1x	6%	16%	0.6%	72%	39%
Average			63	15.4	18.0	0.1x	0.1x	10.3x	8.8x	17.5x	14.4x	10%	17%	0.7%	65%	39%
Payment Networks																
1	Visa	Global	229	488.5	494.2	0.04x	0.04x	17.4x	16.0x	23.1x	21.1x	(7%)	9%	0.2%	75%	50%
2	Mastercard	Global	367	363.9	369.7	0.06x	0.05x	15.5x	13.3x	23.9x	20.4x	(6%)	18%	0.4%	65%	37%
Average			298	426	432	0.05x	0.05x	16.4x	14.7x	23.5x	20.7x	(7%)	13%	0.3%	70%	43%
B2B Payment Solutions																
1	FleetCor	Global	272	22.7	26.2	n.a.	n.a.	11.0x	9.9x	n.a.	n.a.	(10%)	11%	n.a.	n.a.	51%
2	Edenred	Global	56	13.8	15.5	n.a.	n.a.	9.1x	8.1x	n.a.	n.a.	(5%)	11%	n.a.	n.a.	41%
3	Bill.com	US	146	12.2	11.4	n.a.	n.a.	56.4x	46.8x	n.a.	n.a.	37%	33%	n.a.	n.a.	n.a.
4	Wex	Global	192	8.6	11.1	n.a.	n.a.	7.2x	6.2x	n.a.	n.a.	(13%)	16%	n.a.	n.a.	24%
Median excl. Bill.com			192	13.8	15.5	n.a.	n.a.	9.1x	8.1x	n.a.	n.a.	(10%)	11%	n.a.	n.a.	41%
Average excl. Bill.com			174	15.0	17.6	n.a.	n.a.	9.1x	8.1x	n.a.	n.a.	(9%)	13%	n.a.	n.a.	39%

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

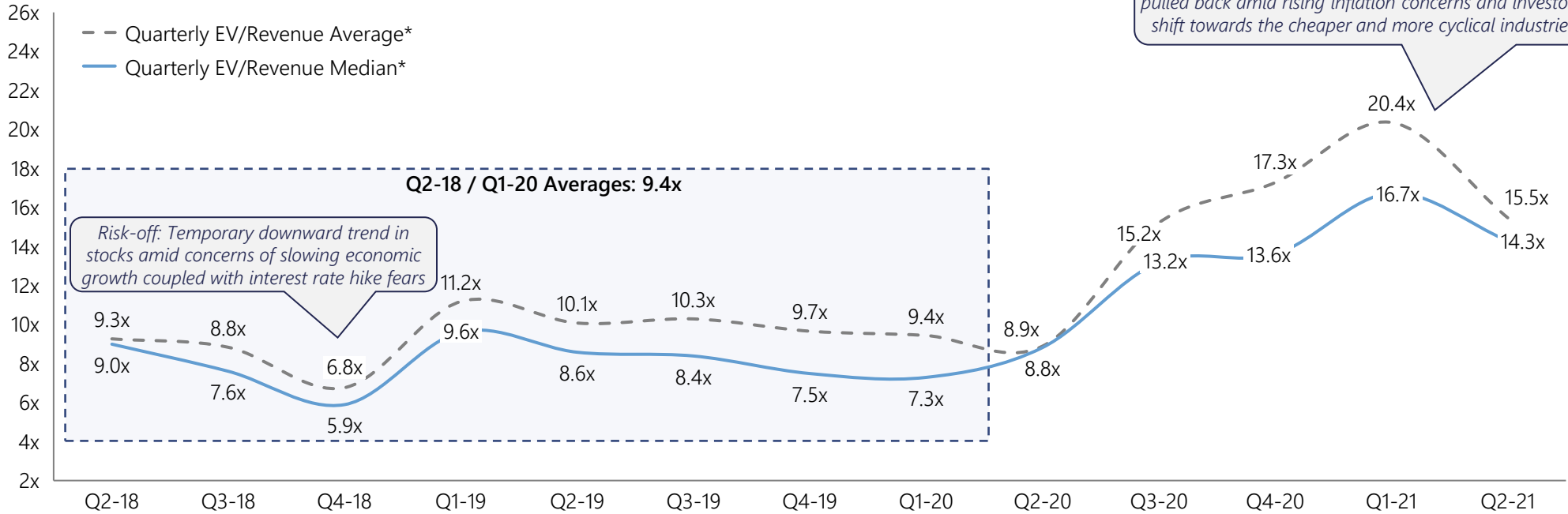
5. 2020 Actual or closest LTM results for each company

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

Evolution of Digital PSPs EV/Revenue (LTM) Index

EV/Revenue Evolution, 2018 Q2 – 2021 Q2

Multiple (x)



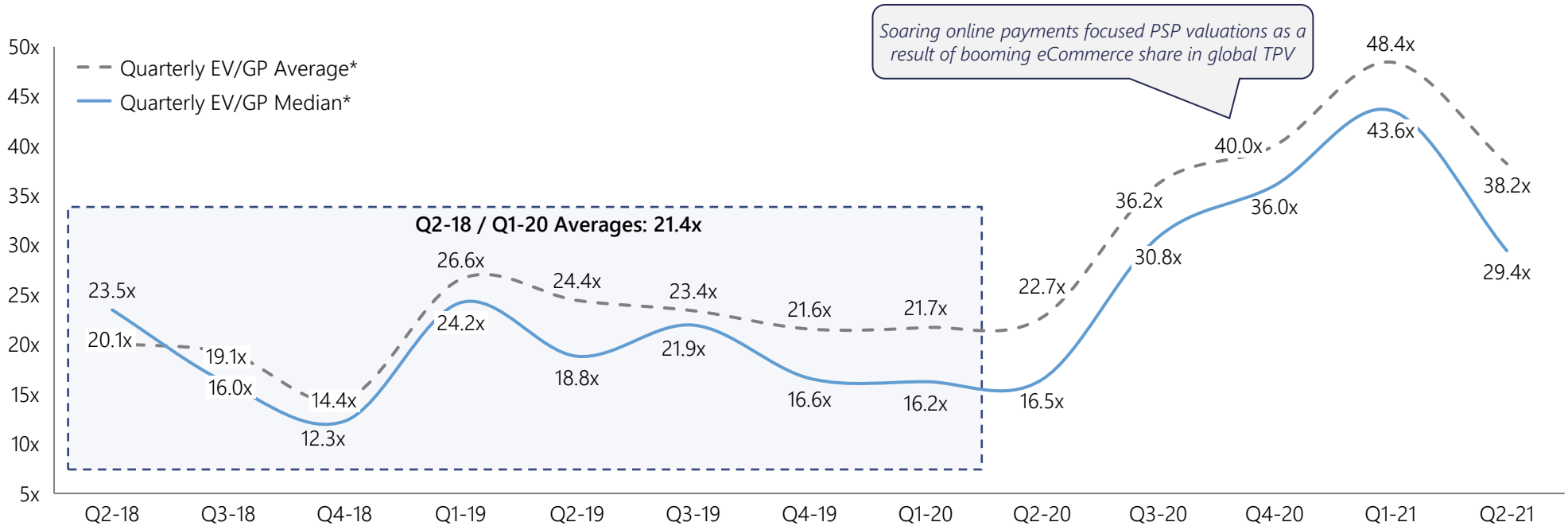
- ❖ As of Q2-21, this Index tracks EV/Revenue (LTM) multiples for a basket of **7** publicly traded prominent digital PSPs, all market leaders within their respective operating regions.
- ❖ The average EV/Revenue (LTM) multiples between Q2-18 and Q1-20 were at **9.4x**, ranging from **6.8x** to **11.2x**. 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 **Q1-21**. The growth trend in technology industry stocks has slowed down due to investor concerns over heightened valuations and rising Treasury yields. Thus; the average EV/Revenue (LTM) multiple was at **15.5x** as of 25 May-21, down from **20.4x** as of Q1-21.
- ❖ This basket of public digital PSP leaders is worth around **\$520b** in cumulative market capitalization as of May 25, 2021, down from **\$621b** as of 28 January, 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 Q2 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 **48.4x/43.6x** in **Q1-21**, reaching all-time highs.

❖ The average EV/GP (LTM) multiple declined to **38.2x** as of Q2-21 from **48.4x** as of Q1-21 due to rising Treasury yields and concerns lingering around elevated valuations.

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

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

ODIN FINANCIAL ADVISORS

Disclaimer and Limitations on Distribution

The content of this presentation has been prepared by Odin Financial Advisors (“ODIN”) on the basis of publicly available information (SEC filings, investor presentations, press releases, equity research reports, and similar available reports) provided by the presented companies and ODIN’s own adjustments as to reflect the most accurate valuation trends prevalent in the eCommerce and FinTech industries. Data and information, which contain market forecasts for the future may be subject to material changes, so they shall not serve as a basis for decisions, actions or omissions without duly conducting one’s own examinations, thorough research and extensive inquiries. This presentation is not deemed to be a recommendation or an investment advice and does therefore not substitute as professional advice. Recipients of this material should rely on their own judgments and conclusions from relevant sources before making any investment decisions.

ODIN has used due care in preparing this presentation. However, ODIN points out that the information and data contained in the presentation may materially vary from actual results, positively or negatively. ODIN does not assume any liability for or in connection with this presentation and its contents, in particular not for actual damages, lost profits and third-party claims.

The presentation is not for public distribution and has been furnished solely for information and must not be reproduced or redistributed to others. No part of this material may be duplicated in any form and/or redistributed without Odin Financial Advisors' prior written consent.