

Aventis Advisors

Valuation Multiples in Software

Q4 2024 update

Foreword

As a founder of a software company, you probably try to figure out the value of your business by relying on all available information – comparable public companies are the easiest to access. While this gives you a simple and understandable message, you should be mindful of the bias involved in such an approach.

Most of the software companies are not based in the US, are smaller and cannot afford to burn cash for a long time.

If your business has these characteristics, then it is difficult to get close to a dream valuation straight from NASDAQ.

Aventis Advisors has analyzed private M&A transactions, discovering that valuation multiples of software companies are rather stable and vary depending on the company size and geographical location.

We are proud to share with you a set of conclusions, hoping that we contribute to a better understanding of the software market valuations among companies' founders and investors.



Marcin Majewski

Founder & Managing Director

Aventis Advisors

Multiples

Over the past 8 years, software companies have been valued at around 16.4x EBITDA or 3.1x revenue

Multiple	Sample (n)	1st quartile	Median	3rd quartile
EV/Revenue	2,074	1.8x	3.0x	6.4x
EV/EBITDA	981	9.7x	16.4x	30.8x
EV/EBIT	836	12.2x	22.5x	48.0x

Search criteria:

Industry is Application software or Operating systems and systems-related software

Deal value is disclosed

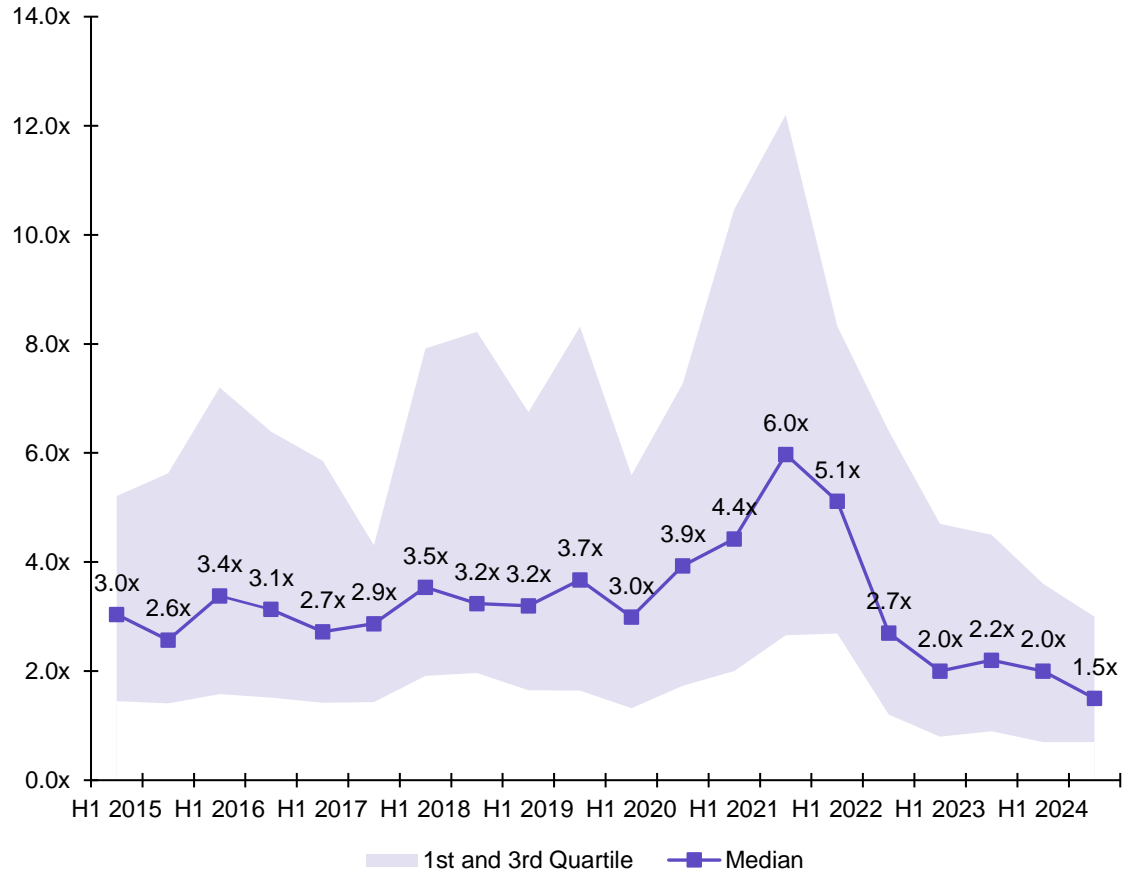
Period: 01.01.2015 – 14.01.2025

N=1,949 transactions

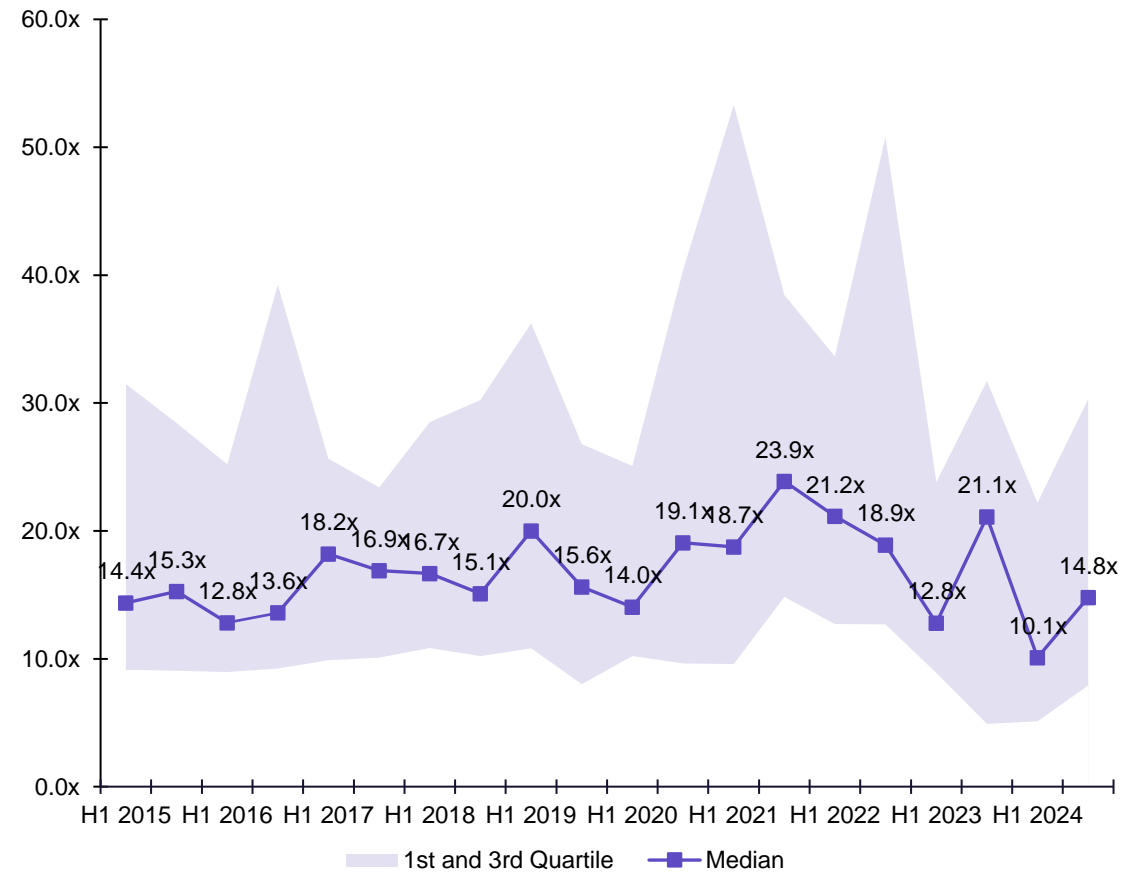
Software Valuations

The valuations have had a recent deceleration over the years, hovering at around 2.0x revenue, following its peak right around the pandemic

Median EV/Revenue multiple, 2015-2024 (n=2,074)



Median EV/EBITDA multiple, 2015-2024 (n=981)



Multiples – Size effect

Due to the lower risks and wider investor appeal, larger companies naturally tend to be valued higher

Deal size, m USD	Number of deals	Median EV/Revenue	Median EV/EBITDA
<5	205	1.3x	13.8x
5-20	490	2.1x	10.8x
20-50	314	2.4x	12.8x
50-100	257	3.2x	14.6x
100-500	423	4.5x	18.3x
500+	385	5.5x	22.3x
Total	2,074	3.0x	16.4x

Multiples – Country effect

Software companies operating in the larger markets with significant growth potential are often highly valued

Country	Number of deals	Median size, m USD	Median EV/Revenue	Median EV/EBITDA
USA	568	234	4.2x	21.8x
United Kingdom	215	35	3.1x	15.5x
China	172	80	4.4x	21.6x
South Korea	79	35	3.1x	19.7x
France	69	50	2.5x	12.8x
Sweden	61	15	2.9x	16.8x
Germany	59	52	2.1x	19.1x
Norway	53	15	4.8x	19.3x
Australia	52	34	3.2x	13.1x
India	48	35	4.8x	19.0x
Other	698	26	2.2x	12.6x
Total	2,074	55	3.0x	16.4x

About Aventis Advisors

What do we do?

We are an M&A advisor focusing on technology and growth companies. We advise on company exits, acquisitions, and larger capital raising deals.

Over the years, we have developed a distinctive operating philosophy driven by a set of values.

- We believe the world would be better off with fewer (but better quality) M&A deals done at the right moment for the company and its owners.
- We start with a simple rule: we take the time to carefully listen and understand each client's unique set of needs and goals.
- We then provide honest, insight-driven advice clearly laying out all the options before you – including the one to keep the status quo.

Selected closed deals

Deal	Type	Buyer	Seller
CKSOURCE	Sold to	PSG (Providence Strategic Growth)	CKSOURCE
Solutions30	Acquired	The Telecom support services of ELMO	Solutions30
Solutions30	Acquired	Telekom Usługi S.A.	Solutions30
active24	Sold to	logicom	active24
Avenga	Acquired	sevenval	Avenga
avalon	Was acquired by	R22	avalon
VISMA	Acquired	saldeo SMART	VISMA
xServers	Sold to	R22	xServers

Aventis Advisors Exclusive Webinar

SaaS Valuations in 2025: Where are we headed?

SaaS valuations are on the move – DON'T miss the train! Register for our special webinar where we'll discuss the SaaS public and private market outlook



Marcin Majewski
Managing Director



Filip Drazdou
Associate

 **15th April 2025, Tuesday**

 **11:00 AM ET | 5:00 PM CET**

 **Online**

[Click here & Register now!](#)

Contact us

[Get in touch with our advisors](#) to discuss our research and M&A services



Marcin Majewski

Managing Director

marcin.majewski@aventis-advisors.com



Filip Drazdou

Associate

filip.drazdou@aventis-advisors.com



Shaheer Ansari

Analyst

shaheer.ansari@aventis-advisors.com

