

Aventis Advisors

Software Valuation Multiples

Q3 2025 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 10 years, software companies have been valued at around 18.6x EBITDA or 3.7x revenue

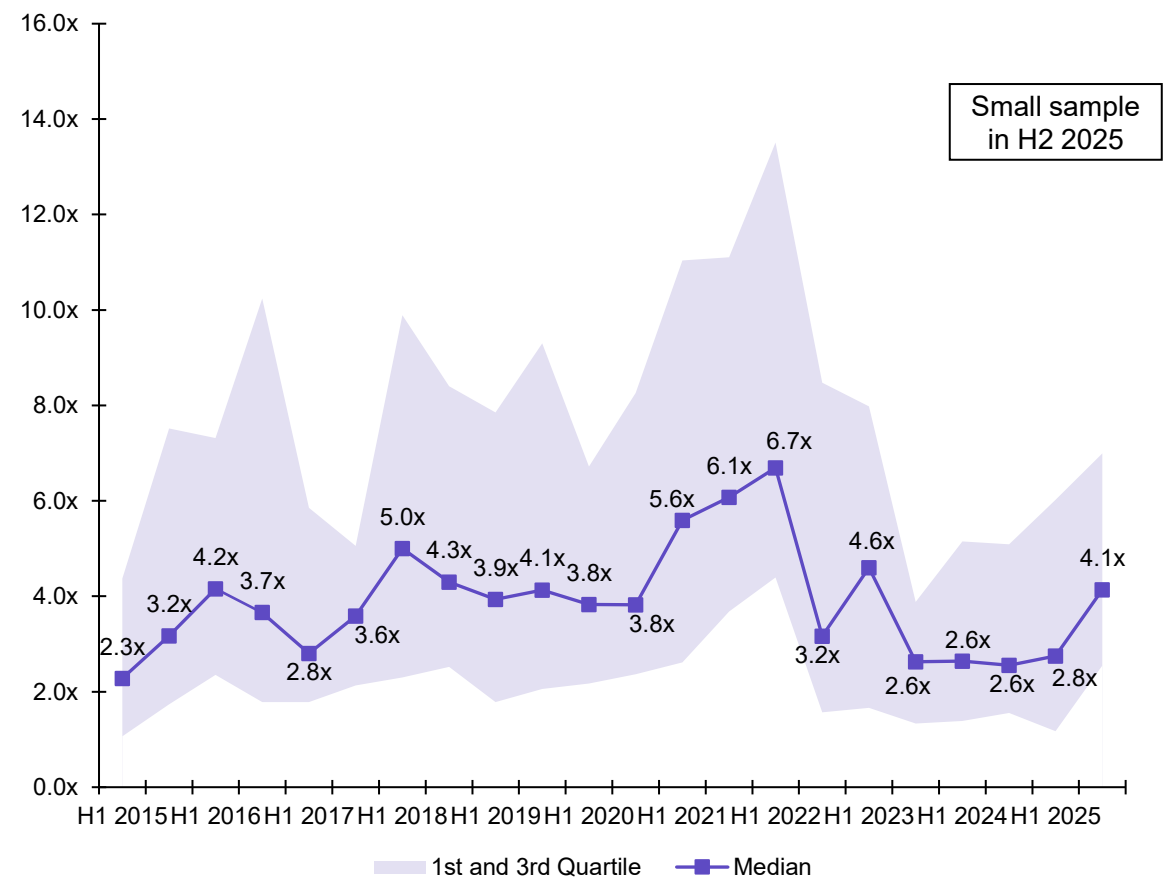
Multiple	Sample (n)	1st quartile	Median	3rd quartile
EV/Revenue	1,262	2.0x	3.7x	7.3x
EV/EBITDA	584	10.8x	18.6x	34.4x

Search criteria:
Industry is Application software or Operating systems and systems-related software
Deal value is disclosed
Period: 01.01.2015 – 22.09.2025
N=1,262 transactions

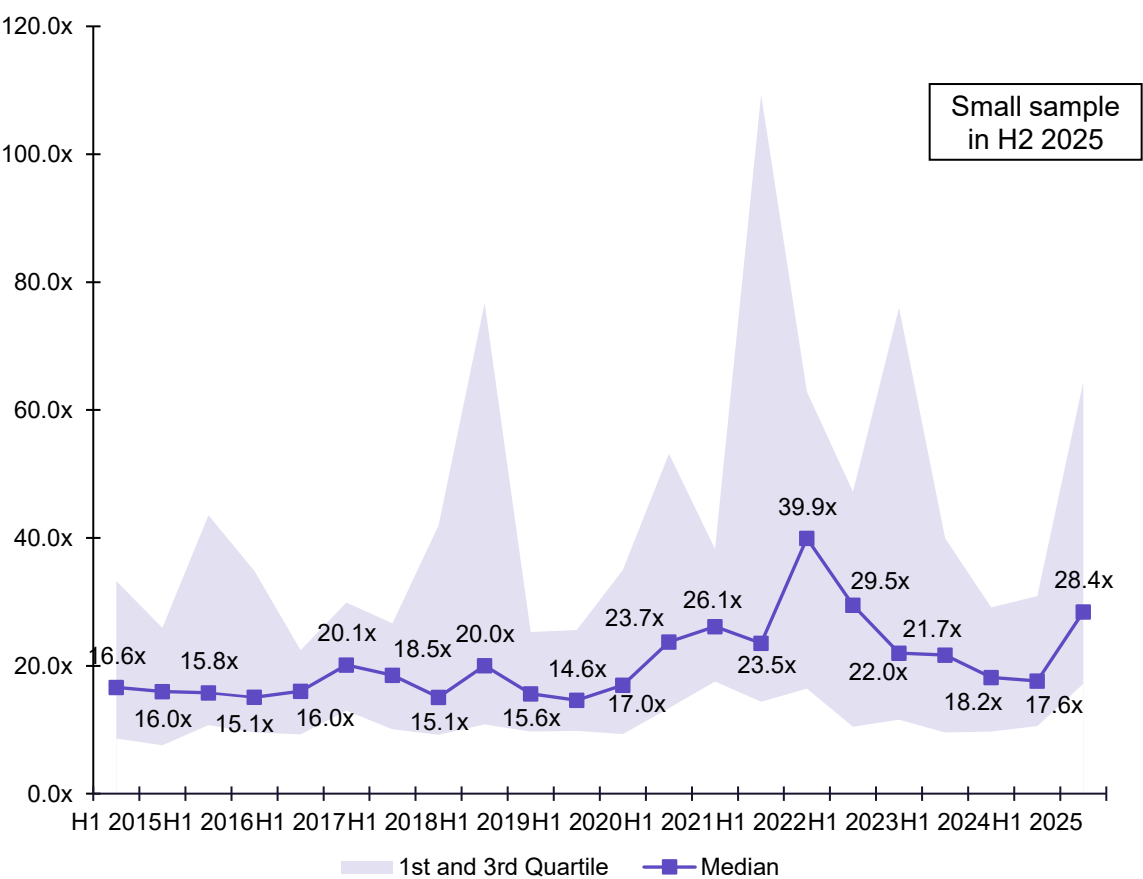
Software Valuations

In H1 2025, median multiples were 2.8x EV/Revenue and 17.6x EV/EBITDA, reflecting stable but muted valuations

Median EV/Revenue multiple, 2015-2025 (n=1,262)



Median EV/EBITDA multiple, 2015-2025 (n=584)



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	160	2.1x	4.8x
5-20	270	2.5x	4.1x
20-50	189	2.7x	4.4x
50-100	130	3.7x	7.4x
100-500	248	5.3x	9.1x
500+	262	6.7x	11.1x
Total	1,262	3.7x	18.6x

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	445	250	5.0x	24.8x
United Kingdom	173	26	3.3x	18.3x
Australia	50	47	4.2x	19.3x
Sweden	50	19	3.2x	17.9x
France	46	45	2.9x	11.8x
Canada	44	58	2.7x	11.4x
Norway	43	24	4.8x	22.4x
China	40	59	4.0x	18.6x
Germany	36	43	2.7x	26.7x
South Korea	21	34	3.9x	18.8x
India	16	8	3.0x	8.0x
Other	298	21	2.4x	13.2x
Total	1,262	55	3.0x	15.3x

Contact us

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



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