

ServiceNow (NOW US)

Strong cRPO growth and GenAl momentum

ServiceNow reported 2Q24 financial results: total revenue grew by 22% YoY to US\$2.63bn, inline with consensus estimate; non-GAAP operating income was up by 32% YoY to US\$720mn, 9% ahead of consensus estimate on strong efficiency gains. cRPO increased by 22% YoY to US\$8.78bn in 2Q24, 2% above previous guidance of management, thanks to the robust momentum of large-size deals. Given the solid deal acquisitions, management now guides FY24 subscription revenue to grow by 22% YoY to US\$10.575-10.585bn, and raises FY24 non-GAAP OPM guidance by 50bps to 29.5%. Looking into 3Q24E, management guides subscription revenue/cRPO to grow by 20.5/22% YoY on a constant currency basis. We raise FY24-26E non-GAAP operating income estimate by 2-3%, and lift our target price to US\$900.0 on 50x FY24 EV/EBITDA (previous: US\$895.0 on 50x FY24 EV/EBITDA). Maintain BUY.

- Accelerating cRPO growth momentum. Subscription revenue was up by 23% YoY to US\$2.54bn in 2Q24. cRPO grew by 22% YoY to US\$8.78bn in 2Q24, a 150bps acceleration vs. 1Q24 growth. Federal, manufacturing, energy & utilities industries exhibited strength in 2Q24, with NNACV all up by over 50% YoY. The Company closed 88 large deals with over US\$1mn NNACV in 2Q24, up 26% YoY. RPO grew by 31% YoY to US\$18.6bn in 2Q24 (1Q24: +26% YoY), as customers entered longer and more strategic deals with ServiceNow. In 2Q24, the Company recorded the largest quarterly average contract term since 2018 and saw TCV from five plus year deals more than tripling.
- Unleashing GenAl monetization opportunities. ServiceNow saw strong adoption of its GenAl offerings. Now Assist NNACV doubled QoQ in 2Q24, and continued to be the fastest growing new product in the company's history, per management. The Pro Plus SKU saw over 30% price uplift versus Pro SKU in 2Q24. The Pro Plus is also driving larger deal size, and the Company saw 3x increase in average deal size of Pro Plus upgrade vs. the comparable Pro upgrade. ServiceNow also implemented more lighthouse use cases of GenAl. For example, LTIMindtree used NowAssist for ITSM to increase developer productivity by 30% with code and flow generation.
- Raise FY24 OPM guidance on enhanced efficiency. Non-GAAP operating margin rose by 2.4ppt YoY to 27.4% in 2Q24, driven by the enhanced efficiency and operating leverage. The Company actively adopted GenAl capabilities to enhance its own efficiency. As per management, ServiceNow IT helpdesk saves 45 minutes per avoided case and customer service via deployment of Now Assist. The Company also raised FY24 non-GAAP OPM guidance by 50bps to 29.5% (+2ppt YoY).

Earnings Summary

(YE 31 Dec)	FY22A	FY23A	FY24E	FY25E	FY26E
Revenue (US\$ mn)	7,245	8,971	10,910	13,134	15,632
YoY growth (%)	22.9	23.8	21.6	20.4	19.0
Adjusted net profit (US\$ mn)	1,543.0	2,215.0	2,935.5	3,619.1	4,491.6
YoY growth (%)	28.5	43.6	32.5	23.3	24.1
EPS (Adjusted) (US\$)	7.66	10.86	14.11	17.40	21.59
Consensus EPS (US\$)	7.66	10.86	13.78	16.51	20.31
P/S (x)	21.0	16.9	13.9	11.6	9.7
P/E (x)	453.0	86.1	117.0	88.7	66.0
Source: Company data, Bloomber	g, CMBIGM es	timates			

BUY (Maintain)

 Target Price
 U\$\$900.00

 (Previous TP
 U\$\$895.00)

 Up/Downside
 23.1%

 Current Price
 U\$\$730.87

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Stock Data

Mkt Cap (US\$ mn)	152,021.0
Avg 3 mths t/o (US\$ mn)	244.5
52w High/Low (US\$)	812.94/530.17
Total Issued Shares (mn)	208.0

Source: FactSet

Shareholding Structure

8.4%
8.0%

Source: Company data

Share Performance

	Absolute	Relative
1-mth	-3.2%	-1.1%
3-mth	2.0%	-8.1%
6-mth	-4.7%	-14.7%

Source: FactSet

12-mth Price Performance



Source: FactSet



Figure 1: ServiceNow: forecast revision

	Current			Previous			Change (%)		
US\$ bn	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E
Revenue	10.9	13.1	15.6	10.9	13.1	15.6	0.4%	0.3%	0.3%
Gross profit	8.7	10.5	12.6	8.6	10.4	12.5	0.8%	0.8%	0.8%
Operating profit	3.2	4.0	5.0	3.1	3.9	4.9	2.9%	2.8%	2.8%
Non-GAAP net profit	2.9	3.6	4.5	2.9	3.5	4.4	2.6%	2.6%	2.5%
Non-GAAP EPS (US\$)	14.1	17.4	21.6	14.0	17.3	21.5	0.6%	0.6%	0.5%
Gross margin	79.6%	80.2%	80.6%	81.5%	81.7%	81.8%	-1.9 ppt	-1.5 ppt	-1.2 ppt
Non-GAAP OPM	29.6%	30.8%	32.2%	29.7%	30.7%	32.0%	-0.1 ppt	0.1 ppt	0.2 ppt
Non-GAAP net margin	26.9%	27.6%	28.7%	27.1%	27.6%	28.7%	-0.2 ppt	0.0 ppt	0.1 ppt

Source: CMBIGM estimates

Figure 2: ServiceNow: CMBIGM estimates vs consensus

CMBIG			M Consensus					Diff (%)		
US\$ bn	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	FY24E	FY25E	FY26E	
Revenue	10.9	13.1	15.6	10.9	13.2	15.9	-0.1%	-0.3%	-1.7%	
Gross profit	8.7	10.5	12.6	9.0	10.9	13.1	-3.6%	-3.0%	-4.0%	
Operating profit	3.2	4.0	5.0	3.2	4.0	5.0	0.2%	0.9%	-0.3%	
Non-GAAP net profit	2.9	3.6	4.5	2.9	3.5	4.4	2.2%	3.7%	3.0%	
Non-GAAP EPS (US\$)	14.1	17.4	21.6	13.8	16.5	20.3	2.4%	5.4%	6.3%	
Gross margin	79.6%	80.2%	80.6%	82.5%	82.4%	82.6%	-2.9 ppt	-2.2 ppt	-2.0 ppt	
Non-GAAP OPM	29.6%	30.8%	32.2%	29.5%	30.4%	31.8%	0.1 ppt	0.4 ppt	0.4 ppt	
Non-GAAP net margin	26.9%	27.6%	28.7%	26.3%	26.5%	27.4%	0.6 ppt	1.1 ppt	1.3 ppt	

Source: Bloomberg, CMBIGM estimates

Valuation

We value ServiceNow at US\$900.0 per share based on 50x 2024E EV/EBITDA. Our target EV/EBITDA is at a premium to the sector average (33x), which is justified by ServiceNow's strong earnings growth outlook over 2024-2026E.

Figure 3: ServiceNow: target valuation

EV/EBITDA Valuation (US\$mn)	FY24E
Adjusted EBITDA	3,663
Target 2024E EV/EBITDA	50
Target EV	183,168
Net cash	4,031
Target equity valuation	187,199
Valuation per share (USD)	900.0

Source: Company data, CMBIGM estimates

Figure 4: SaaS: valuation comparison

Companies	Ticker	Price	Price EV/Sales (x)				EV/EBITDA (x)			
- companies	1101101	(LC)	2024E	2025E	, 2026E	2024E	2025E	2026E	Rev CAGR 24-26E	
ITSM		` ′								
ServiceNow	NOW US	730.9	13.5	11.2	9.6	38.9	32.4	27.3	20%	
Atlassian	TEAM US	167.6	9.8	8.3	6.8	40.2	35.2	28.0	21%	
CRM										
Salesforce	CRM US	249.8	6.4	5.8	5.3	16.0	14.8	13.2	9%	
HubSpot	HUBS US	473.3	9.2	7.8	6.5	46.5	37.8	27.9	18%	
Five9	FIVN US	43.3	3.1	2.6	2.2	18.2	14.6	10.8	18%	
Security										
CrowdStrike	CRWD US	258.1	15.1	12.0	9.8	57.1	43.1	34.5	26%	
Okta	OKTA US	92.7	5.8	5.2	4.5	NA	NA	18.8	13%	
ERP										
SAP	SAP US	209.4	7.5	6.8	6.0	29.3	20.4	17.5	11%	
Oracle	ORCL US	138.8	8.0	7.3	6.5	15.6	13.6	11.9	11%	
Average			8.7	7.4	6.4	32.7	26.5	21.1		

Source: Bloomberg, CMBIGM Note: Data as of 24 Jul 2024



Financial Summary

INCOME STATEMENT	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (US\$ mn)						
Revenue	5,896	7,245	8,971	10,910	13,134	15,632
Cost of goods sold	(1,353)	(1,573)	(1,921)	(2,226)	(2,602)	(3,028)
Gross profit	4,543	5,672	7,050	8,683	10,531	12,604
Operating expenses	(4,286)	(5,317)	(6,288)	(7,481)	(8,847)	(10,272)
Selling expense	(2,292)	(2,814)	(3,301)	(3,917)	(4,573)	(5,280)
Admin expense	(597)	(735)	(863)	(982)	(1,164)	(1,365)
R&D expense	(1,397)	(1,768)	(2,124)	(2,583)	(3,110)	(3,627)
Operating profit	257	355	762	1,202	1,684	2,332
Other income	20	71	(56)	55	66	78
Interest expense	(28)	(27)	302	367	394	469
Pre-tax profit	249	399	1,008	1,624	2,143	2,879
Income tax	19	74	(723)	325	429	576
After tax profit	230	325	1,731	1,299	1,715	2,303
Net profit	230	325	1,731	1,299	1,715	2,303
Adjusted net profit	1,201	1,543	2,215	2,936	3,619	4,492
BALANCE SHEET	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (US\$ mn)						
Current assets	5,220	6,654	7,777	11,967	17,032	23,092
Cash & equivalents	1,728	1,470	1,897	5,519	10,043	15,527
Account receivables	1,390	1,725	2,036	2,476	2,861	3,270
Prepayment	223	280	403	475	555	641
Financial assets at FVTPL	1,576	2,810	2,980	2,980	2,980	2,980
Other current assets	303	369	461	517	592	675
Non-current assets	5,578	6,645	9,610	9,960	10,417	10,993
PP&E	766	1,053	1,358	1,624	1,935	2,350
Right-of-use assets	591	682	715	715	715	715
Deferred income tax	692	636	1,508	1,508	1,508	1,508
Investment in JVs & assos	1,630	2,117	3,203	3,203	3,203	3,203
Intangibles	287	232	224	224	224	224
Goodwill	777	824	1,231	1,231	1,231	1,231
Other non-current assets	835	1,101	1,371	1,455	1,601	1,762
Total assets	10,798	13,299	17,387	21,927	27,448	34,086
Current liabilities	4,949	6,005	7,365	8,671	10,224	11,954
Short-term borrowings	92	0	0	0	0	0
Account payables	89	274	126	142	161	181
Lease liabilities	82	96	89	89	89	89
Contract liabilities	3,836	4,660	5,785	6,985	8,409	10,008
Accrued expenses	850	975	1,365	1,455	1,565	1,675
Non-current liabilities	2,154	2,262	2,394	2,419	2,441	2,465
Long-term borrowings	1,484	1,486	1,488	1,488	1,488	1,488
Deferred income	63	70	81	106	128	152
Other non-current liabilities	607	706	825	825	825	825
Total liabilities	7,103	8,267	9,759	11,090	12,665	14,420
Share capital	0	0	0	0	0	0
Capital surplus	3,665	4,796	5,661	7,570	9,803	12,382
Retained earnings	30	236	1,967	3,266	4,981	7,284
Total shareholders equity	3,695	5,032	7,628	10,836	14,784	19,666
Total equity and liabilities	10,798	13,299	17,387	21,927	27,448	34,086



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CASH FLOW	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec (US\$ mn)						
Operating						
Profit before taxation	249	399	1,008	1,624	2,143	2,879
Depreciation & amortization	472	433	562	552	674	757
Tax paid	19	74	(723)	325	429	576
Change in working capital	58	174	(101)	680	888	1,017
Others	1,393	1,643	2,652	1,260	1,375	1,428
Net cash from operations	2,191	2,723	3,398	4,440	5,510	6,656
Investing						
Capital expenditure	(401)	(340)	(300)	(440)	(385)	(408)
Acquisition of subsidiaries/ investments	(565)	(566)	(717)	(139)	(221)	(244)
Net proceeds from disposal of short-term investments	(437)	(1,960)	(1,112)	0	0	0
Others	(204)	283	(38)	(239)	(378)	(520)
Net cash from investing	(1,607)	(2,583)	(2,167)	(818)	(985)	(1,172)
Financing						
Net borrowings	(61)	(94)	0	0	0	0
Others	(445)	(250)	(803)	0	0	0
Net cash from financing	(506)	(344)	(803)	0	0	0
Net change in cash						
Cash at the beginning of the year	1,679	1,732	1,475	1,904	5,526	10,051
Exchange difference	(25)	(53)	1	0	0	0
Cash at the end of the year	1,732	1,475	1,904	5,526	10,051	15,535
GROWTH	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Revenue	30.5%	22.9%	23.8%	21.6%	20.4%	19.0%
Gross profit	28.6%	24.9%	24.3%	23.2%	21.3%	19.7%
Operating profit	29.2%	38.1%	114.6%	57.7%	40.1%	38.5%
Net profit	94.1%	41.3%	432.6%	(25.0%)	32.0%	34.3%
Adj. net profit	29.7%	28.5%	43.6%	32.5%	23.3%	24.1%
PROFITABILITY	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Gross profit margin	77.1%	78.3%	78.6%	79.6%	80.2%	80.6%
Operating margin	4.4%	4.9%	8.5%	11.0%	12.8%	14.9%
Adj. net profit margin	20.4%	21.3%	24.7%	26.9%	27.6%	28.7%
Return on equity (ROE)	7.0%	7.4%	27.3%	14.1%	13.4%	13.4%
GEARING/LIQUIDITY/ACTIVITIES	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
Current ratio (x)	1.1	1.1	1.1	1.4	1.7	1.9
Receivable turnover days	86.0	86.9	82.8	82.8	79.5	76.3
Payable turnover days	(24.0)	(63.6)	(23.9)	(23.2)	(22.5)	(21.8)
VALUATION	2021A	2022A	2023A	2024E	2025E	2026E
YE 31 Dec						
P/E	629.2	453.0	86.1	117.0	88.7	66.0
P/E (diluted)	645.1	457.7	87.0	117.0	88.7	66.0
P/B	39.2	29.3	19.5	14.0	10.3	7.7

Source: Company data, CMBIGM estimates. Note: The calculation of net cash includes financial assets.



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