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## BrightBid - The Streamlined Organization Lowers the Profitability Bar

Redeye regards BrightBid's Q2 as a mixed-bag quarter, where the substantial cost cuts are the positive highlight while the soft q/q cARR growth is the weak point. Although we have lowered our Base Case somewhat, it still constitutes a significant upside potential. Given that BrightBid can accelerate growth in line with our forecasts in 2025, it is heading towards profitability fast following the recent cost cuts. In such a scenario, the current 1.2x sales valuation looks appealing.

[Read more and download the Research Update.](#)

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### Attachments

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