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## BrightBid: Setting the Organisation for Cost-Efficient Growth

Redeye somewhat cuts its forecasts and Base Case following a Q3 with soft ARR growth yet lower OPEX y/y. Given that BrightBid can accelerate growth – which management seems confident in following several new initiatives – it is heading towards profitability fast following the recent cost cuts. In such a scenario, the current 1.4x sales 2025e valuation looks appealing.

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

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### Attachments

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