

Digital media quarterly

InFocus: SMBs Digital Marketing Trends

KPMG Corporate Finance LLC

Q1 2021



Global Tech M&A Overview

The last three quarters have witnessed a significant increase in mega deals leading to deal volumes crossing an all-time high threshold of \$300bn in Q1' 21, with 871 transaction announcements in the quarter



SPACs emerge as key disruptors in M&A

SPACs have boosted global tech M&A by heavily infusing billions in tech vendors, upstarts and unicorns.

- SPACs can facilitate tech companies in going public at valuations that are typically 3x market average.
- Over 50 tech vendors acquired so far by SPACs in 2021, with an average equity value of about \$2.5bn.
- By mid-March 2021, 243 blank-check companies had raised \$79bn in aggregate the U.S., a 100%+ increase from Q4' 20, with 117 blank-check companies netting \$34bn.

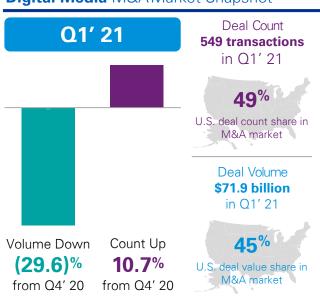
Inside the Digital Canvas

- SMBs are increasingly moving online for wider customer access and ease of implementation of their advertising efforts.
 - In 2020, global advertising spend on digital was \$285bn, a 46% share in overall ad spend.
 - SMBs expect digital as a percent of total ad spend to grow at 7% CAGR through 2024, reaching a 63% share in ad spend.

Digital Media M&A in Q1' 21

Q1' 21 recorded a total of 549 deals, an ~11% increase over Q4' 20 with a total of 496 deals. The overall deal volume for Q1' 21 was ~\$71.9bn, a ~30% decline on a Q-o-Q basis. The deal volume in mega deals (>\$1bn) also decreased by 40% from \$91.5bn in Q4' 20 to \$55.0bn in Q1' 21 while the deal count in mega deals increased by 55% from 11 deals in Q4' 20 to 17 deals in Q1' 21. The digital media M&A market in Q1' 21 was mostly driven by activity in the digital media technologies and eCommerce segments. The U.S. dominated the global digital media M&A market both in terms of deal count (49%) and deal volume (45%), followed by UK at 11% deal count and 16% deal volume.

Digital Media M&A Market Snapshot



Sponsor Backed M&A Activity

Of the 549 digital media deals announced in Q1' 21, 82 involved one or more financial sponsors, of which 37 are U.S. based targets. Financial sponsors contributed \$16.5bn in disclosed deal spending in Q1' 21.

Domestic M&A and Cross-Border Deals

US and UK dominated the digital media M&A landscape, constituting more than 60% of total deal volume. The number of cross border transactions increased by 44.2% from 147 in Q4′ 20 to 212 in Q1′ 21.

Deal Multiples

Digital media deal valuations increased in Q1' 21 with an average EV/Rev. multiple of 5.4x, compared to 4.3x in Q4' 20. Average EV/Rev. for last 6 months is 4.9x.

Note: All data is represented on the basis of disclosed deal values for transactions as available in the sources.

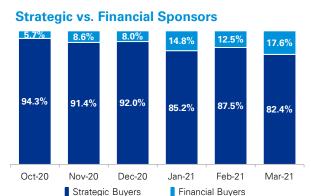
Sources: Capital IQ, 451 Research, Mergermarket and other publicly available information, Consumer Technology Association



Digital Media M&A Overview

Global Digital Media M&A in Q1' 21 vs. Q4' 20





U.S. Digital Media M&A in Q1' 21 vs. Q4' 20

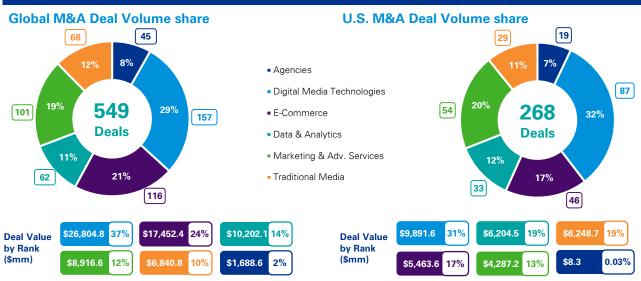
U.S. M&A Deal Count and Volume



Strategic vs. Financial Sponsors



Digital Media M&A by Sub-Sector (Q1' 21)

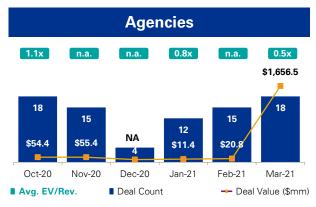


Sources: Capital IQ, 451 Research, Mergermarket and other publicly available information.



Digital Media M&A Sub-Sector Updates (Q1' 21 vs. Q4' 20)

(All values in US\$ millions)



The U.S. M&A share by volume is 1% and count is 34% of global M&A. The deal count increased in Q1' 21 by 22% as compared to Q4' 20. Low deal volumes can be attributed to the announcement of large number of deals with undisclosed values.

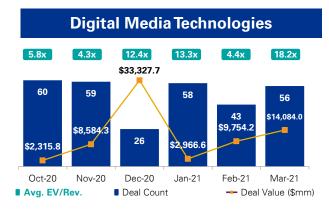


The U.S. M&A share by volume is 31% and count is 38% of global M&A. While overall deal count saw a slight fall of 3% in Q1' 21 from Q4' 20, the deal volume increased significantly by over 600% owing to a surge in business activity in 2020, thus driving valuations.

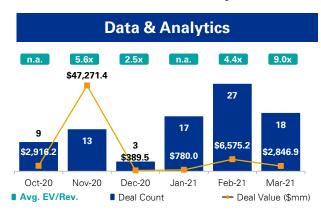


The U.S. M&A share by volume is 41% and by deal count is 50% of global M&A. While the deal count slightly decreased by 6% in Q1' 20 as compared to Q4' 20, deal volume saw a significant increase of over 300% owing to the announcement of 3 mega deals with a combined valuation of \$6.7bn.

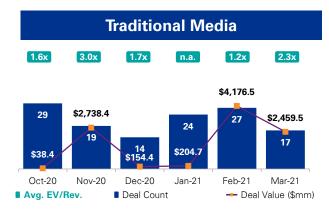
Sources: Capital IQ, 451 Research, Mergermarket and other publicly available information.



The U.S. M&A share by volume is 65% and count is 46% of global M&A. The subsector has the highest number of announced deals and deal volume. This can be attributed to the announcement of 14 mega deals with combined valuation of \$60.4bn (\$18.7bn through SPACs).



The U.S. M&A share by volume is 20% and count is 56% of global M&A. Deal count increased significantly in Q1' 21 as compared to Q4' 20 by over 150%. Two mega deals were announced in Q1' 21 having an aggregate valuation of \$8.6bn.



The U.S. M&A share by volume is 87% and count is 45% of global M&A. Both deal count and deal volumes have increased by 10% and 133% in Q1' 21 as compared to Q4' 20. The significant rise in deal volume can be attributed to the announcement of 4 mega deals with a combined valuation of \$7.1bn.



Key Transactions Highlights - Q1' 21

	M&A Mega Transactions - Strategic Buyers								
Date	Buyer	Target	Value (\$M)	EV/Rev.	EV/ EBITDA	Sub-Sector			
03/26/2021	Madison Square Garden Entertainment	MSG Networks Inc.	\$1,722	2.7x	5.7x	Traditional Media			
03/24/2021	Bally's Corp.	Gamesys Group plc	\$3,154	3.2x	11.6x	Services			
02/08/2021	Electronic Arts Inc.	Glu Mobile Inc.	\$1,847	3.4x	51.8x	Digital Media Technologies			
2/5/2021	Magnite	SpotX Inc.	\$1,170	10.1x	-	Digital Media Technologies			
2/2/2021	Uber Technologies	Drizly, Inc.	\$1,100	-	-	E-Commerce			

M&A Mega Transactions - Financial Buyers

Date	Buyer	Target	Value (\$M)	EV/Rev.	EV/ EBITDA	Sub-Sector
03/29/2021	Vista Equity Partners	Triple Lift	\$1,400	-	-	Digital Media Technologies
03/10/2021	Thoma Bravo	Talend S.A.	\$2,575	9.0x	-	Internet, Information & Analytics
2/4/2021	Stone Point Capital/Insight Partners	CoreLogic Inc.	\$7,854	4.8x	15.7x	Internet, Information & Analytics

M&A Mega Transactions - SPACs

Date	Buyer	Target	Value (\$M)	EV/Rev.	EV/ EBITDA	Sub-Sector
03/29/2021	AJAX I	Cazoo	\$7,000.0	31.8x	-	E-Commerce
03/21/2021	Thoma Bravo Advantage	ironSource Ltd.	\$11,074.0	31.1x	-	Digital Media Technologies
03/18/2021	Supernova Partners Acquisition	Offerpad	\$3,003.0	2.2x	-	Services
2/1/2021	Kismet Acquisition One	Nexters Global	\$2,050.0	6.0x	-	Digital Media Technologies
1/25/2021	ION Acquisition Corp.	Taboola Inc.	\$2,585	1.7x	-	Services

Private Placement Deals

Date	Target	Target Description	Lead Investor(s)	Value (\$M)	Sub-Sector
03/23/2021	GoBrands	Engages in the on-demand retail and delivery	Luxor Capital; SoftBank Investment Advisers	\$1,150	E-Commerce
03/23/2021	goPuff	A delivery company for everyday necessities	D1 Capital Partners; Luxor Capital; SoftBank Vision Fund	\$1,120	E-Commerce
02/01/2021	Databricks	Provides software for analyzing and extracting value from data	T. Rowe Price Associates	\$1,000	Information & Analytics
01/14/2021	Thoughtworks	Offers software development and digital consulting services	Siemens; GIC; Fidelity; Mubadala	\$720	Digital Media Technologies
01/07/2021	Roblox	Operates as a video game maker	Altimeter Capital; Dragoneer Investment Group	\$520	Digital Media Technologies

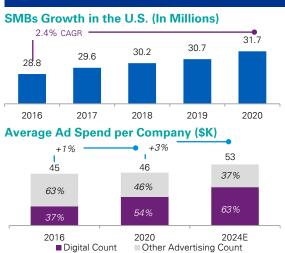
Sources: Capital IQ, 451 Research, Mergermarket and other publicly available information.



InFocus: SMBs Digital Marketing Trends

With growing number of digital media users and increased interactions on digital platforms, SMBs are now increasingly allocating large portion of their marketing budgets to digital





- In a highly fragmented market, SMBs have refined their strategies around customer aggregation and retention to sustain and grow their businesses.
- SMBs are increasingly moving online for wider customer access and ease of implementation of their advertising efforts.
 - In 2020, global advertising spend on digital was \$285bn, a 46% share in overall ad spend.
 - SMBs expect digital as a percent of total ad spend to grow at 7% CAGR through 2024, reaching a 63% share in ad spend.
- SMBs prioritize marketing tools like SEO, content marketing, social media management, website hosting and design over other marketing strategies when allocating marketing budgets.
 - SEO alone has a broad market of over \$31bn in spend in the U.S. and is expected to grow at a 7% CAGR by 2024.

Comparable Companies with SMB Focus

As of March 31, 2021)		Marke	et Data		LTM Finance	ials (\$mm)			Ente	rprise Val	ue /	
Company	Country	Market Cap (\$mm)	Enterprise Value (\$mm)	Revenue	Gross Margin %	EBITDA	EBITDA %	LTM EBITDA Multiple	CY 2021 Revenue Multiple	EBITDA	CY 2022 Revenue Multiple	EBITDA
SMB Tech-Enabled Services												
Paychex, Inc.	USA	34,411	34,439	3,974	68.3%	1,608	40.5%	21.4x	8.4x	20.2x	7.8x	18.8x
VeriSign, Inc.	USA	23,250	23,885	1,265	85.8%	871	68.8%	27.4x	18.2x	26.3x	16.9x	NM
GoDaddy Inc.	USA	14,077	16,834	3,317	65.1%	509	15.3%	33.1x	4.5x	16.5x	4.1x	14.7x
Open Text Corporation	Canada	13,307	15,686	3,217	75.1%	976	30.4%	16.1x	4.7x	12.7x	4.7x	12.0x
Dun & Bradstreet Holdings, Inc.	USA	10,118	13,194	1,738	68.6%	522	30.0%	25.3x	6.1x	15.6x	5.9x	14.5x
United Internet AG	Germany	7,662	10,251	6,565	29.8%	1,116	17.0%	9.2x	1.6x	7.0x	1.5x	6.7x
J2 Global, Inc.	USA	5,482	6,949	1,490	84.4%	581	39.0%	12.0x	4.2x	10.6x	3.9x	9.8x
HomeServe plc	UK	5,436	6,263	1,566	50.8%	284	18.1%	22.1x	3.4x	14.4x	3.2x	13.2x
TriNet Group, Inc.	USA	5,263	5,336	4,034	19.7%	404	10.0%	13.2x	5.3x	13.7x	4.8x	12.0x
Stamps.com Inc.	USA	3,862	3,494	758	76.4%	224	29.6%	15.6x	4.5x	15.7x	3.9x	11.8x
Insperity, Inc.	USA	3,283	3,144	4,287	18.8%	217	5.1%	14.5x	0.7x	12.5x	0.6x	10.7x
Cimpress plc	Ireland	2,807	4,292	2,400	49.4%	281	11.7%	15.3x	1.7x	11.4x	1.6x	10.2x
Pitney Bowes Inc.	USA	1,495	3,364	3,554	32.3%	308	8.7%	10.9x	0.9x	8.2x	0.9x	7.8x
Groupon, Inc.	USA	1,474	1,182	1,417	47.8%	(52)	(3.6%)	NM	1.2x	11.3x	1.2x	6.0x
Tucows Inc.	Canada	846	970	311	32.3%	32	10.4%	29.9x	NM	NM	NM	NM
Barrett Business Services, Inc.	USA	545	402	881	68.3%	40	4.5%	10.2x	0.4x	9.5x	0.4x	8.5x
CentralNic Group Plc	UK	269	362	201	32.6%	12	5.8%	31.1x	1.2x	8.9x	1.1x	8.2x
SMB Tech-Enabled Services Mean	•	•		•	53.3%		20.1%	19.2x	4.2x	13.4x	3.9x	11.0x

SMBs Spotlight Transactions(1)

Date	Buyer	Target	Target Description	Value (\$mm)	Geography
03/26/2021	H.I.G. Capital	Hibu Group (USA)	Digital Marketing Services	-	U.S.
12/07/2020	Cisco Systems	IMImobile	Cloud communications solutions for SMBs	\$719	Europe
11/05/2020	Lightspeed POS	Shopkeep	SMBs e-commerce enablement service	\$606	U.S.
11/02/2020	Clearlake Capital	Endurance International	Marketing services for SMBs	\$3,078	U.S.

(1): Includes transactions of companies offering services to SMBs; represents data for disclosed deal values.

Sources: sba.gov, A leading Management Consulting firm; Capital IQ, 451 Research and other publicly available information.



Digital Media Public Comparables

Public Comparables Analy \$ in millions, except per share	sis		Market I	Data			LTM Fi	nancials				Valuation	Multiples		
Wednesday, March 31, 2021															
Company	Country	Market Cap	Enterprise Value	Share Price	% 52 Wk High	Revenue	Revenue Growth	Gross Margin %	EBITDA %	LTM Revenue	LTM EBITDA	CY 2021 Revenue	CY 2021 EBITDA	CY 2022 Revenue	CY 2022 EBITDA
Internet															
Alphabet Facebook	U.S. U.S.	1,392,422 838,724	1,283,171 787,947	2,062.52 294.53	96.1% 96.7%	182,527 85,965	23.4% 25.3%	53.6% 80.6%	30.1% 46.0%	7.0x 9.2x	23.4x 19.9x	5.7x 7.3x	15.4x 14.4x	4.9x 6.1x	13.1x 12.1x
Snap	U.S.	78,869	78,335	52.29	71.1%	2,507	52.2%	52.8%	(30.5%)	31.3x	NM	20.5x	NM	14.2x	NM
Twitter	U.S.	50,653	47,665	63.63	78.8%	3,716	29.0%	63.2%	15.1%	12.8x	NM	9.9x	33.0x	8.1x	25.5x
Match Group	U.S.	36,951	39,839	137.38	78.6%	2,391	18.7%	73.6%	33.2%	16.7x	NM	14.0x	37.4x	12.0x	30.4x
The Trade Desk Yandex	U.S. Netherlands	30,875 22,691	30,544 21,084	651.66 64.06	67.0% 86.2%	836 2,373	35.0% 48.6%	78.6% 67.4%	20.0% 21.6%	36.5x 8.9x	NM 41.1x	27.1x 4.9x	NM 26.2x	21.1x 3.7x	NM 17.6x
Magnite	U.S.	4,809	4,733	41.61	64.6%	222	30.0%	64.9%	1.9%	21.4x	NM	16.4x	NM	13.7x	42.2x
Criteo	France	2,110	1,751	34.73	93.4%	2,073	5.0%	33.2%	9.8%	0.8x	8.6x	2.0x	6.5x	1.9x	6.3x
TechTarget Internet Mean	U.S.	1,954	2,056	69.45	68.7% 80.1%	148	56.6% 32.4%	74.8% 64.3%	23.4% 17.1%	13.9x 15.8x	NM 23.3x	8.8x 11.7x	26.4x 22.8x	7.8x 9.3x	22.7x 21.2x
Internet Median					78.7%		29.5%	66.1%	20.8%	13.3x	21.7x	9.4x	26.2x	8.0x	20.2x
Agencies															
Omnicom	U.S.	15,946	18,368	74.15	95.1%	13,171	6.2%	17.6%	14.9%	1.4x	9.4x	1.3x	8.3x	1.3x	8.1x
WPP Publicis	U.K. France	15,337 14,992	19,705 18,904	12.68 61.08	96.9% 96.9%	15,414 12,842	0.9% 1.8%	17.3% 44.8%	(12.0%) 17.1%	1.3x 1.5x	NM 8.6x	1.5x 1.6x	8.1x 7.2x	1.4x 1.6x	7.5x 7.1x
IPG	U.S.	11,408	14,217	29.20	96.0%	8,065	5.0%	20.7%	16.1%	1.8x	11.0x	1.7x	9.9x	1.6x	9.4x
Dentsu	Japan	9,030	10,677	32.10	85.6%	9,101	4.1%	88.9%	9.6%	1.2x	12.2x	1.2x	8.1x	1.1x	6.6x
MDC Partners Agencies Mean	U.S.	230	1,522	3.12	76.3% 91.2%	1,199	0.0% 3.0%	35.8% 37.5%	10.6% 9.4%	1.3x 1.4x	11.9x 10.6x	NA 1.5x	NA 8.3x	1.4x	7.7x
Agencies Median					95.6%		3.0%	28.2%	12.7%	1.3x	11.0x	1.5x	8.1x	1.4x	7.5x
E-Commerce															
Amazon	U.S.	1,558,070		3,094.08	87.1%	386,064	22.4%	39.6%	12.5%	4.1x	32.7x	3.3x	21.7x	2.8x	17.5x
Alibaba Notflix	China	614,692	587,540	226.73	71.0%	98,675	38.8%	43.2%	23.8%	6.0x	25.0x	4.3x	15.6x	3.7x	12.7x
Netflix Shopify	U.S. Canada	231,041 137,273	241,346 131,788	521.66 1,106.50	87.9% 73.8%	24,996 2,929	20.0% 39.5%	38.9% 52.6%	18.8% 8.0%	9.7x 45.0x	NM NM	8.1x 32.2x	36.3x NM	7.0x 23.9x	28.7x NM
Booking Holdings	U.S.	95,434	93,806	2,329.84	94.3%	6,796	39.7%	71.4%	15.3%	13.8x	NM	9.9x	35.1x	6.6x	17.7x
MercadoLibre	Argentina	73,415	72,026	1,472.14	72.9%	3,973	47.5%	51.2%	5.9%	18.1x	NM	12.3x	NM	9.2x	NM 10.4::
eBay Chewy	U.S. U.S.	41,670 35,177	46,161 34,961	61.24 84.71	94.4% 70.6%	10,271 7,146	16.0% 25.2%	75.9% 25.5%	32.4% (0.9%)	4.5x 4.9x	13.9x NM	3.9x 3.9x	11.0x NM	3.6x 3.3x	10.1x NM
Wayfair	U.S.	32,645	33,680	314.75	85.3%	14,145	12.2%	29.1%	3.7%	2.4x	NM	2.1x	45.8x	1.8x	30.9x
Etsy	U.S.	25,420	24,889	201.67	80.1%	1,726	25.5%	73.1%	26.2%	14.4x	NM	11.5x	38.8x	9.6x	31.7x
Expedia IAC	U.S. U.S.	24,762 19,201	32,623 17,232	172.12 216.31	91.6% 81.3%	5,199 3,048	45.0% 16.8%	67.7% 73.3%	(23.6%) (2.4%)	6.3x 5.7x	NM NM	4.3x 4.8x	31.7x NM	3.1x 4.2x	15.2x 46.2x
Farfetch	U.K.	18,780	18,202	53.02	71.8%	1,674	32.2%	46.1%	(26.4%)	10.9x	NM	8.2x	NM	6.4x	NM
GoDaddy	U.S.	13,163	15,920	77.62	82.8%	3,317	11.7%	65.1%	15.3%	4.8x	31.3x	4.3x	15.6x	3.9x	13.9x
Chegg TripAdvisor	U.S. U.S.	12,052 7,252	12,440 7,468	85.66 53.79	74.4% 82.8%	644 604	22.6% 44.0%	68.1% 90.9%	19.0% (40.1%)	19.3x 12.4x	NM NM	15.7x 8.5x	46.1x NM	12.9x 5.9x	36.4x 20.5x
Stitch Fix	U.S.	5,268	5,121	49.54	43.5%	1,810	19.2%	43.5%	(5.2%)	2.8x	NM	2.3x	NM	2.0x	NM
BigCommerce	U.S.	4,229	4,026	57.80	35.6%	152	25.1%	77.6%	(23.4%)	26.4x	NM	21.1x	NM	17.2x	NM
Overstock.com RealReal	U.S. U.S.	2,849 2,033	2,465 1,957	66.26 22.63	51.6% 74.9%	2,550 300	4.0% 43.8%	22.7% 62.5%	2.3% (49.3%)	1.0x 6.5x	41.4x NM	0.9x 4.6x	23.0x NM	0.8x 3.5x	16.1x NM
Trivago	Germany	1,523	1,358	4.30	73.1%	304	31.8%	95.9%	(14.3%)	4.5x	NM	3.5x	NM	2.2x	22.6x
Groupon	U.S.	1,465	1,174	50.55	78.1%	1,417	(31.7%)	47.8%	(3.6%)	0.8x	NM	1.2x	11.2x	1.2x	6.0x
Liquidity Services Casper Sleep	U.S. U.S.	649 294	585 270	18.58 7.24	84.0% 66.0%	212 497	10.8% 19.2%	55.5% 51.1%	4.8% (12.1%)	2.8x 0.5x	NM NM	2.5x 0.5x	20.2x NM	NA 0.4x	NA 29.1x
E-Commerce Mean					75.4%		24.2%	57.0%	(0.6%)	9.5x	28.9x	7.3x	27.1x	5.9x	22.2x
E-Commerce Median					76.5%		23.8%	54.1%	3.0%	5.8x	31.3x	4.3x	23.0x	3.7x	19.1x
<u>Marketplace</u> AirBnb	U.S.	112,620	108,559	187.94	85.5%	3,378	40.8%	74.1%	(98.7%)	32.1x	NM	22.8x	NM	16.9x	NM
Uber Technologies	U.S.	101,438	106,473	54.51	85.1%	11,139	44.3%	39.1%	(33.2%)	9.6x	NM	6.6x	NM	4.8x	NM
Pinterest	U.S.	46,529	44,952	74.03	82.3%	1,693	47.7%	73.5%	(0.9%)	26.6x	NM	17.9x	NM	13.3x	45.8x
DoorDash Zillow Group	U.S. U.S.	42,154 31,316	37,912 29,915	131.13 131.38	51.2% 61.9%	2,886 3.340	28.7% 64.1%	54.2% 47.4%	(10.8%) 3.8%	13.1x 9.0x	NM NM	10.2x 5.5x	NM NM	8.1x 3.7x	NM 43.5x
Lyft	U.S.	20,782	19,553	63.18	92.5%	2,365	29.6%	22.5%	(67.7%)	8.3x	NM	6.4x	NM	4.5x	NM
Wish.com	U.S.	9,764	7,683	15.80	48.1%	2,541	30.6%	62.7%	(24.4%)	3.0x	NM	2.3x	NM	1.9x	NM
Fiverr GrubHub Inc.	Israel U.S.	7,784 5,595	7,441 5,797	217.18 60.00	64.6% 70.2%	190 1,820	52.1% 21.4%	82.5% 29.0%	(3.7%) (1.5%)	39.3x 3.2x	NM NM	25.8x 2.6x	NM 25.0x	19.4x 2.2x	NM 17.2x
Upwork	U.S.	5,595	5,460	44.77	70.1%	374	23.3%	72.1%	(4.3%)	14.6x	NM	11.9x	NM	9.7x	NM
Vroom	U.S.	5,287	4,578	38.99	51.6%	1,358	84.8%	5.3%	(12.8%)	3.4x	NM	1.8x	NM	1.1x	NM
Shutterstock Yelp	U.S. U.S.	3,228 2,922	2,850 2,516	89.04 39.00	92.3% 88.9%	667 873	7.7% 14.4%	61.2% 93.4%	14.8% (1.3%)	4.3x 2.9x	28.8x NM	4.0x 2.5x	16.9x 15.0x	3.7x 2.2x	15.4x 10.7x
CarGurus	U.S.	2,783	2,563	23.83	65.2%	551	23.4%	92.4%	20.8%	4.6x	22.4x	3.8x	16.7x	3.3x	13.8x
TechTarget	U.S.	1,954	2,056	69.45	68.7%	148	56.6%	74.8%	23.4%	13.9x	NM	8.8x	26.4x	7.8x	22.7x
EverQuote TrueCar	U.S. U.S.	1,033 471	1,001 235	36.29 4.79	57.2% 74.0%	347 279	25.7% (5.7%)	93.8% 92.7%	(2.4%) 2.1%	2.9x 0.8x	NM 40.4x	2.3x 0.9x	36.1x 18.5x	1.9x 0.8x	24.0x 10.5x
Marketplace Mean					71.1%		34.7%	63.0%	(11.6%)	11.3x	30.5x	8.0x	22.1x	6.2x	22.6x
Marketplace Median					70.1%		29.6%	72.1%	(2.4%)	8.3x	28.8x	5.5x	18.5x	3.7x	17.2x
Media Roblox	U.S.	35,692	35,162	64.83	82.0%	924	5.2%	9.9%	(24.1%)	38.1x	NM	18.0x	NM	13.7x	NM
Sirius XM	U.S.	25,212	34,108	6.09	74.8%	8,040	4.5%	51.0%	29.5%	36. IX 4.2x	14.4x	4.1x	13.2x	3.9x	12.4x
Warner Music Group	U.S.	17,658	20,869	34.33	86.7%	4,542	11.3%	48.2%	3.9%	4.6x	NM	4.1x	21.7x	3.7x	18.1x
News Corp ZoomInfo	U.S. U.S.	14,635 8,988	16,595 9,919	25.43 48.90	91.9% 75.9%	8,720 476	(1.5%) 36.5%	47.2% 82.4%	11.2% 18.4%	1.9x 20.8x	17.0x NM	1.8x 15.2x	11.9x 32.9x	1.8x 11.8x	11.0x 25.1x
Sprout Social	U.S.	3,084	2,946	57.76	70.0%	133	30.0%	73.7%	(20.9%)	20.6x 22.2x	NM	17.0x	NM	13.4x	NM
DMS	U.S.	412	551	12.24	80.2%	333	37.8%	19.4%	10.9%	1.7x	15.2x	1.3x	7.8x	1.1x	6.2x
Media Mean Media Median					80.2% 80.2%		17.7% 11.3%	47.4% 48.2%	4.1% 10.9%	13.3x 4.6x	15.5x 15.2x	8.8x 4.1x	17.5x 13.2x	7.1x 3.9x	14.6x 12.4x
Technology									/ 0						
Apple	U.S.	2,050,666	1,967,138	122.15	84.2%	294,135	21.3%	38.8%	29.0%	6.7x	23.1x	5.9x	19.7x	5.5x	18.6x
Microsoft	U.S.	1,778,228	1,729,021	235.77	95.8%	153,284	14.5%	68.4%	46.8%	11.3x	24.1x	10.0x	21.3x	9.1x	18.2x
Snowflake	U.S. U.S.	66,193	61,324 40,886	229.28 23.29	53.4% 51.8%	592 1,093	84.7% 33.1%	59.0% 67.7%	(90.2%)	103.6x	NM NM	56.1x 28.0x	NM NM	34.1x 21.5x	NM NM
Palantir Technologies Unity Software	U.S.	42,441 27,877	26,249	100.31	57.3%	772	25.2%	77.7%	(106.1%) (29.5%)	37.4x 34.0x	NM	28.0x 27.1x	NM	21.5x 21.2x	NM
Slack Technologies	U.S.	23,632	22,979	40.63	91.2%	903	30.1%	86.5%	(28.0%)	25.5x	NM	19.7x	NM	15.4x	NM
PubMatic Viant	U.S. U.S.	2,418 608	2,317 630	49.32 52.89	64.1% 76.5%	149 165	24.2% 21.8%	72.3% 46.6%	28.0% 19.3%	15.6x 3.8x	NM 19.8x	12.5x 3.1x	46.7x 25.7x	10.4x 2.6x	37.2x 17.7x
Technology Mean	0.0.	000	030	52.09	71.8%	105	31.9%	64.6%	(16.4%)	29.7x	22.3x	20.3x	28.4x	15.0x	22.9x
Technology Median					70.3%		24.7%	68.0%	(4.4%)	20.5x	23.1x	16.1x	23.5x	12.9x	18.4x
Public Comparables Analysis Me					76.4%		26.3%	57.7%	(1.2%)	12.7x	21.5x	9.3x	22.2x	7.3x	19.8x
Public Comparables Analysis Me	edian				77.3%		25.2%	61.9%	3.8%	6.9x	19.9x	5.5x	20.2x	4.3x	17.6x

Sources: Capital IQ, Company Filings.



Select Q1' 21 M&A Transactions

Date	Acquirer	Target	Target Business Description	EV (\$mm)	EV/Rev.	EV/EBITDA
03/29/2021	AJAX I	Cazoo Holdings	Operates as an online used car retailer.	\$7,000.0	31.8x	-
03/29/2021	Vista Equity Partners	Triple Lift	A social amplification platform, provides advertising solutions for the visual Web/	\$1,400.0	-	-
03/26/2021	Madison Square Garden	MSG Networks	Engages in the sports production, and content development and distribution businesses.	\$1,722.5	2.7x	5.7x
03/24/2021	Bally's Corporation	Gamesys Group	Operates online casino and bingo-led brands in the United Kingdom, Asia, Europe, and internationally.	\$3,154.2	3.2x	11.6x
03/22/2021		Fyber	Provides a mobile application advertising SaaS to enable mobile apps to run video and in-app ads.	\$522.5	-	-
03/21/2021	Thoma Bravo Advantage	ironSource	Provides mobile and web application distribution and marketing software.	\$11,074.0	31.1x	-
03/18/2021	Supernova Partners	Offerpad	Operates an online home buying and selling service.	\$3,003.0	2.2x	-
03/10/2021	Thoma Bravo	Talend	Provides data integration and integrity solutions for various industries.	\$2,575.2	9.0x	-
03/05/2021	KPS Capital Partners	HARP	Provides marketing consulting services.	\$1,644.0	0.6x	11.4x
03/05/2021	Alma Media	NettiX	Owns and operates Internet marketplace websites.	\$202.5	7.6x	15.2x
03/04/2021	Medallia	Decibel Insight	Provides an online platform that reveals exactly how users behave on websites and apps	\$192.7	-	-
03/01/2021	Cardlytics	DOSH Holdings	Provides transaction-based advertising enablement and customer analytics software for businesses in the US.	\$275.0	-	-
03/01/2021	Thryv	Sensis	Provider of advertising, commercial search, information management, mapping, and information technology solutions.	\$200.0	-	-
02/26/2021	Cision	Runtime Collective	Develops software solutions that help marketers to capture, analyze, and share insights from social data.	\$450.0	-	-
02/26/2021	Digital Turbine Media	AdColony	Operates a mobile video advertising and monetization platform that plays crystal-clear high-definition videos.	\$356.0	1.5x	-
02/19/2021	Renaissance Learning	Nearpod	Provides a cloud-based platform to enhance the learning process in classrooms and distance learning.	\$650.0	-	-
02/19/2021	Redfin Corporation	RentPath (mGage)	Comprises publishing and distribution of online media guides.	\$608.0	3.1x	-
02/19/2021	Kaleyra	Vivial	Provides marketing platform, website, local search, social media, online advertising, and local print directory solutions.	\$221.7	-	-
02/17/2021	iHeartMedia + Entertainment	Triton Digital	Provides technology and services provider to the audio streaming and podcast industry.	\$230.0	-	-
02/09/2021	MG Korea Services	Hyperconnect	Develops video and Al-powered products which generate cultural and social values by connecting people globally.	\$1,725.0	8.6x	-
02/08/2021	Electronic Arts	Glu Mobile	Develops, publishes, and markets a portfolio of free-to-play mobile games for the users of smartphones and tablet devices	\$1,847.0	3.4x	51.8x
02/05/2021	Magnite	SpotX	Develops an online video advertising platform for publishers and advertisers.	\$1,168.9	10.1x	-
02/04/2021	Stone Point Capital/Insight	CoreLogic	Provides online real estate property information and related financial and data analytics reference content.	\$7,795.6	4.2x	16.1x
02/02/2021	Uber Technologies	Drizly	Provides an online service that enables consumers to shop for and purchase alcoholic beverages.	\$1,100.0	-	-
02/01/2021	Kismet Acquisition	Nexters Global	Develops mobile and online social network-based video games for consumers globally.	\$2,050.0	6.0x	-
02/01/2021	Gray Television	Quincy Media	Provides television news broadcasting, newspaper publishing, and interactive services.	\$925.0	-	6.9x
01/25/2021	ION Acquisition	Taboola	Provides web content delivery and recommendation services for web publishers and digital marketing agencies.	\$2,585.0	1.7x	-
01/19/2021	NAVER	Wattpad	Operates mobile, online and social content sharing service.	\$600.0	-	-
01/19/2021	Proto Labs	3D Hubs	Operates an online 3D printing and custom manufacturing and prototyping marketplace.	\$280.0	11.2x	-
01/07/2021	Entain	Enlabs	Creates entertainment in gaming, media, and solutions business areas.	\$362.2	6.8x	29.6x
Mean				\$1,864.0	8.0x	18.5x
Median				\$1,012.5	5.1x	13.4x

Note: Representative transactions for the quarter, not exhaustive. Sources: Capital IQ, 451 Research, Mergermarket and other web sources.



Select Q1' 21 Private Placements

Date	Target	Target Business Description	Investor(s)	Amount (\$mm)
03/31/2021	Glovoapp23	Develops a mobile application that offers to buy, pick up, and deliver food for restaurants and shops, e-commerce sites, and offices	Luxor Capital; GP Bullhound; Delivery Hero	\$528
03/23/2021	GoBrands	Engages in the on-demand retail and delivery of a range of products	Baillie Gifford; Fidelity; Luxor Capital Group	\$1,150
03/23/2021	goPuff	A delivery company for everyday necessities	D1 Capital Partners; Fidelity Management; Baillie Gifford	\$1,120
03/23/2021	Dataminr	Operates an artificial intelligence-based platform to provide real-time information discovery services	Eldridge, Valor Equity; MSD Capital; Reinvent Capital	\$475
03/23/2021	Eat Just	Offers a food tech startup	QIA; Charlesbank Capital; Vulcan Capital	\$200
03/23/2021	Hopper	Operates a travel booking company in Canada	Capital One; GS Growth; Inovia Capital	\$170
03/23/2021	ActionIQ	Offers a customer data platform	March Capital	\$100
03/18/2021	Yotpo	Offers ecommerce marketing platform for retail brands	Bessemer Venture; ClalTech; Hanaco Venture; Tiger Global	\$230
03/18/2021	Act-on Software	Offers a marketing automation platform	Beedie Capital; Norwest Venture Partners; TCMI	\$20
03/16/2021	Squarespace	US-based provider of online website creation and hosting services.	T. Rowe Price Associates; General Atlantic; Accel	\$300
03/10/2021	NuOrder	Operates as an interactive agency dealing with website creation, digital marketing, and integrated campaigns	Imaginary Ventures; Brighton Park Capital Management	\$45
03/03/2021	Deliverr	Provides order fulfillment services	Coatue Management; Activant Capital; Brookfield	\$170
03/02/2021	Maplebear	Provides online grocery delivery services in the United States and Canada	Sequoia; Fidelity; T. Rowe Price Associates	\$265
02/25/2021	Elevate Brands	Acquirer and operator of Amazon third-party businesses	FJ Labs; Novel TMT; Mons Investments	\$55
02/23/2021	VidMob	Operates a video advertining firm	Adobe; Shutterstock; Prefix Capital	\$50
02/10/2021	Constant Contact	Provides online marketing tools that are designed for small businesses, nonprofits, and associations worldwide	Clearlake Capital Group; Siris Capital Group	\$400
02/03/2021	Tealium	Provides enterprise tag management solutions to clients worldwide	Silver Lake Management; Georgian Partners Growth	\$96
02/01/2021	Databricks	Provides software for analyzing and extracting value from data	Microsoft; T. Rowe Price; BlackRock; GIC	\$1,000
01/27/2021	beNX	Develops a mobile application and online live video streaming platform that allows celebrities to engage with fans online	NAVER	\$692
01/26/2021	Klook Travel Technology	Provides technology for exploring and booking travel experiences online and on mobile	Sequoia Capital China; Matrix Partners China; SoftBank	\$200
01/25/2021	Vimeo	Offers a video sharing site	T. Rowe Price Associates; Oberndorf Enterprises	\$300
01/21/2021	SOCi	Helps national brands manage their marketing locally	JMI Equity; Ankona Capital	\$80
01/18/2021	Media and Games Invest	Operates in the digital media and gaming sectors in Europe, North and South America, and Australia	Oaktree Capital Management	\$30
01/14/2021	Thoughtworks	Engaged in software development and providing digital transformation consulting services	Siemens; GIC; Fidelity; Mubadala	\$720
01/12/2021	You & Mr. Jones	Develops and distributes content using technology to help businesses to build brands	Meridian Chrysalis	\$260
01/08/2021	comScore	Operates as an information and analytics company that measures audiences, consumer behavior, and advertising across media platforms	Qurate Retail; Cerberus Capital	\$204
01/07/2021	Roblox	Operates as a video game maker	Altimeter Capital; Dragoneer Investment Group	\$520
01/07/2021	Quantum Metric	Develops an analytics platform that uses machine learning to enable enterprises capture user's digital behavior insights	Insight Partners	\$200
01/07/2021	News Break	Operates a local news app	Francisco Partners; IDG Capital	\$115
01/03/2021	Mobvista	Provides mobile advertising and mobile analytics services to the app developers worldwide	PAGAC III Munich Holding	\$30

Note: Representative transactions for the quarter, not exhaustive. Sources: Capital IQ, 451 Research, Mergermarket and other web sources.



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	2020 Global Advisor Rankings ⁽¹⁾							
Firm		No. of deals						
1	PwC	436						
2	KPMG*	410						
3	Deloitte	407						
4	Houlihan & Lokey	252						
5	Rothschild & Co.	224						
6	Altius Group Limited	202						
7	K3 Capital Group PLC	197						
8	Ernst & Young LLP	192						
9	Goldman Sachs & Co,	166						
9*	Oaklins	166						

	2020 TMT Advisor Ranking	s ⁽¹⁾
Firm		No. of deals
1	KPMG*	101
2	PwC	92
3	Deloitte	89
4	Houlihan Lokey	57
5	Rothschild & Co.	49
6	Goldman Sachs & Co.	48
7	Ernst & Young	47
8	Raymond James	45
9	Oaklins	41
10	Canaccord Genuity	33





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has received a majority investment from



KPMG



Has been acquired by



KPMG



GitKraken Has been acquired by



KPMG





KPMG



Has been acquired by



KPMG



Has been acquired by

One Equity **Partners**

KPMG



Has acquired



KPMG



Has sold a minority stake to



KPMG



Has been acquired by



KPMG

VISIBLE EQUITY

Has been acquired by



KPMG



Has acquired







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