

Quarterly Industry Update

As of December 31, 2014

Industry: Consumer Electronics



Industry Summary

Cogent Valuation identified publicly traded companies, IPOs, and recent M&A transactions within the Consumer Electronics industry, which provides a basis for market and transaction pricing that can be used by your firm in estimating market sentiment and its impact on your firm's value. Since December 31, 2013, the median 52-week share price return of the Consumer Electronics industry has decreased by -17.9%. In the last quarter, the median price-to-earnings multiple increased from 36.7x to 48.9x.

Comparable Public Company Key Statistics

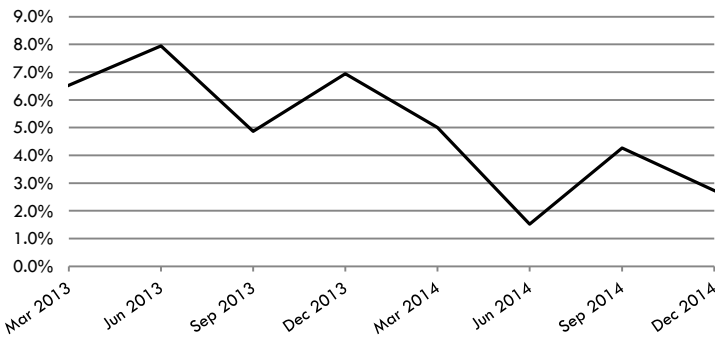
Median 52-Week Return	-17.9%	Median EV/Revenue Multiple	1.7x	Median Price/Earnings Multiple	48.9x
Median 3-Year CAGR Return	13.7%	Median EV/EBITDA Multiple	9.5x	Median EV/Gross CF Multiple	17.2x

Comparable Public Company Market Price Returns (As of December 31, 2014)

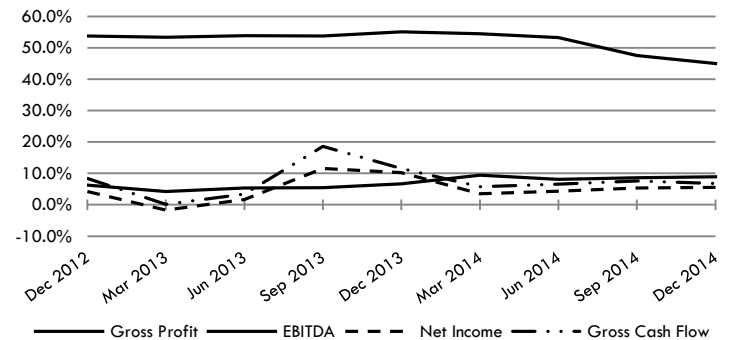
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2014	2013	2012	2011	2010
Fleetmatics Group PLC	-17.9%	16.4%	-17.9%	18.8%	N/A	N/A	-17.9%	71.9%	N/A	N/A	N/A
InvenSense, Inc.	-21.8%	-17.6%	-21.8%	21.0%	17.7%	N/A	-21.8%	87.0%	11.5%	N/A	N/A
LoJack Corporation	-29.6%	-35.2%	-29.6%	-4.6%	-6.1%	-8.9%	-29.6%	29.4%	-9.1%	-52.5%	59.9%
Logitech International SA	-1.6%	5.3%	-1.6%	33.7%	19.9%	-4.8%	-1.6%	81.7%	-3.5%	-58.8%	10.0%
TiVo Inc.	-9.8%	-7.5%	-9.8%	-1.9%	9.7%	3.1%	-9.8%	6.6%	37.2%	3.9%	-15.2%
Median of Industry Public Companies	-17.9%	-7.5%	-17.9%	18.8%	13.7%	-4.8%	-17.9%	71.9%	4.0%	-52.5%	10.0%

(Multiple year periods are calculated as the average annual return.)

Median Quarterly Revenue Growth of All Consumer Electronics Companies



Median Gross Profit, EBITDA, Net Income and Gross Cash Flow Margins



Median Public Company Multiples of the Consumer Electronics Industry

Date:	12/31/2012	3/31/2013	6/30/2013	9/30/2013	12/31/2013	3/31/2014	6/30/2014	9/30/2014	12/31/2014
EV/Revenues Multiple	4.0x	3.6x	4.1x	1.9x	1.9x	1.9x	2.1x	2.0x	1.7x
EV/EBITDA Multiple	10.6x	12.2x	18.5x	22.5x	28.7x	20.0x	13.3x	10.7x	9.5x
Price/Earnings Multiple	53.6x	17.6x	53.0x	28.2x	52.6x	31.6x	22.9x	36.7x	48.9x
EV/Gross Cash Flows Multiple	45.2x	29.0x	43.8x	16.5x	23.4x	14.4x	7.4x	9.9x	17.2x

This industry research is provided at no charge to Cogent Valuation's clients. Research or detailed information not covered in this report can be obtained for a fee. Contact [Steven Kam](mailto:Steven.Kam@CogentValuation.com) at 415-392-0888 for additional information or questions in connection with this research report.

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Industry Initial Public Offerings (dollars in millions, except share prices)

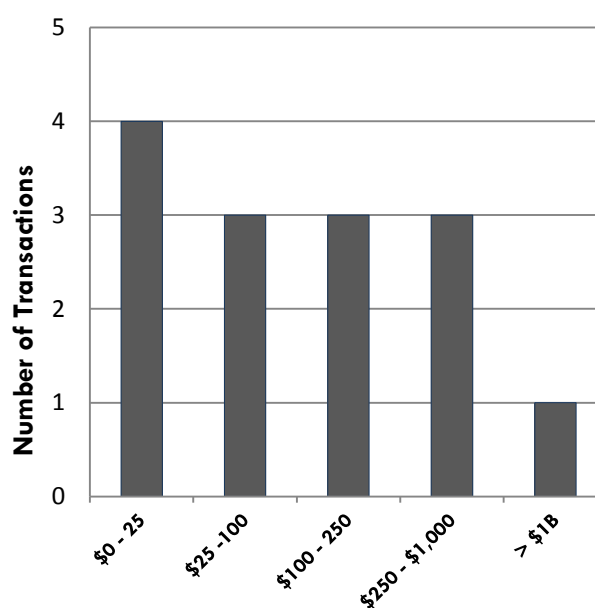
Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
8/1/2013	Control4 Corporation	\$16.00	4.0	\$64.0	\$55.3	\$3.8	\$118.4	\$6.5	(\$2.1)	\$8.5
10/4/2012	Fleetmatics Group PLC	\$17.00	7.8	\$132.8	\$118.3	\$33.4	\$117.5	\$19.0	\$1.9	\$27.3
11/15/2011	InvenSense, Inc.	\$7.50	10.0	\$75.0	\$102.3	\$0.0	\$129.7	\$39.7	\$27.7	\$41.6
6/30/2010	AutoNavi Holdings Limited	\$12.50	8.6	\$107.8	\$126.7	\$0.0	\$70.7	\$23.2	\$13.7	\$23.2
9/29/1999	TiVo Inc.	\$16.00	5.5	\$88.0	\$23.8	\$1.7	\$0.0	(\$18.3)	(\$18.3)	(\$18.2)
Median of All IPOs		nm	nm	\$88.0	\$102.3	\$1.7	\$117.5	\$19.0	\$1.9	\$23.2

nm: not meaningful

Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought
12/6/2013	MapMyFitness, Inc.	Under Armour, Inc.	\$150.0	100%
9/17/2013	MEMSIC	IDG Capital Partners	\$108.8	81%
5/31/2013	Hamlin Electronics	Littelfuse	\$145.0	100%
5/23/2013	Ubiquisys	Cisco Systems	\$310.0	100%
4/30/2013	MakeMusic	LaunchEquity Partners	\$17.3	72%
12/20/2012	LOREX Technology	FLIR Systems	\$48.7	100%
8/29/2012	2-Track Global	World Capital Market	\$1.4	59%
8/2/2012	Standard Microsystems	Microchip Technology	\$909.6	100%
7/2/2012	Avaak	Netgear	\$26.4	100%
5/15/2012	Comverge	Bayside Capital	\$74.5	100%
1/3/2012	Navman Wireless OEM	Telit Communications	\$3.8	100%
10/1/2011	Ralink Technology	MediaTek	\$486.9	100%
5/24/2011	Atheros Communications	QUALCOMM	\$3,581.4	100%
2/15/2011	Movea	SMK-Link Electronics	\$5.0	100%
Median of All Transaction Targets			\$91.7	100%

Size of Merger and Acquisition Transactions (dollars in millions)



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