

Quarterly Industry Update

As of March 31, 2014

Industry: Online Advertising



Industry Summary

Cogent Valuation identified publicly traded companies, IPOs, and recent M&A transactions within the Online Advertising 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 March 31, 2013, the median 52-week share price return of the Online Advertising industry has increased by 22.1%. In the last quarter, the median price-to-earnings multiple decreased from 35.9x to 20.6x.

Comparable Public Company Key Statistics

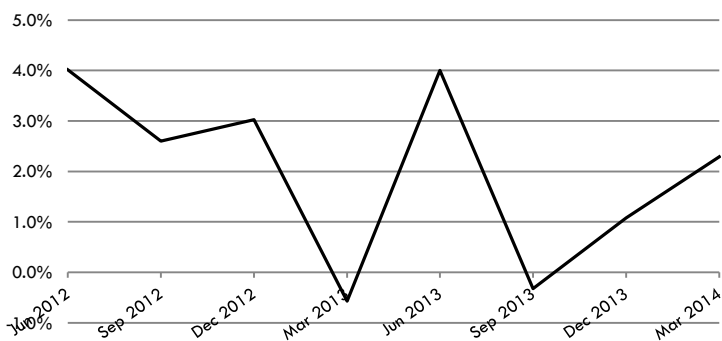
Median 52-Week Return	22.1%	Median EV/Revenue Multiple	1.6x	Median Price/Earnings Multiple	20.6x
Median 3-Year CAGR Return	-13.5%	Median EV/EBITDA Multiple	11.9x	Median EV/Gross CF Multiple	39.7x

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

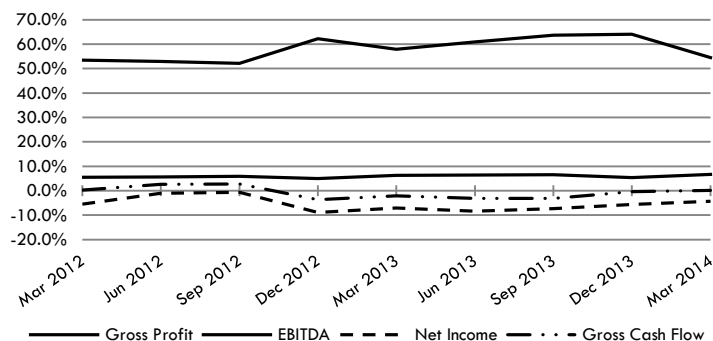
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2012	2011	2010	2009	2008
Brightcove Inc.	8.7%	-30.5%	58.3%	-37.0%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Blucora, Inc.	25.3%	-32.5%	27.2%	24.0%	31.5%	30.5%	42.9%	32.4%	-3.2%	13.5%	-59.8%
Demand Media, Inc.	-47.8%	-15.9%	-43.8%	-18.2%	-40.9%	N/A	39.7%	N/A	N/A	N/A	N/A
comScore, Inc.	138.0%	14.6%	95.4%	23.8%	3.6%	22.1%	-35.0%	-5.1%	27.3%	37.6%	-60.9%
QuinStreet, Inc.	-1.2%	-23.6%	11.2%	-20.4%	-33.6%	N/A	-28.2%	-51.3%	N/A	N/A	N/A
Marchex, Inc.	155.7%	21.5%	149.6%	53.5%	10.1%	25.0%	-34.2%	-34.5%	87.8%	-12.9%	-46.3%
Bazaarvoice, Inc.	-21.9%	-7.8%	-0.3%	-39.4%	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Inuvo, Inc.	-18.3%	-42.0%	16.9%	-0.7%	-35.8%	-15.8%	31.0%	-86.1%	50.6%	466.7%	-96.1%
j2 Global, Inc.	63.6%	0.1%	27.6%	32.1%	19.3%	18.0%	8.7%	-2.8%	42.3%	1.5%	-5.3%
RealNetworks Inc.	0.3%	0.4%	-1.7%	-12.7%	-20.1%	-4.0%	0.8%	-55.4%	13.2%	5.1%	-42.0%
Local Corporation	-6.3%	21.5%	12.9%	-13.7%	-21.0%	-4.0%	-3.3%	-67.3%	11.7%	273.6%	-67.7%
TechTarget, Inc.	29.9%	5.1%	47.4%	2.0%	-6.8%	24.6%	-5.0%	-26.4%	40.9%	30.3%	-70.8%
Median of Industry Public Companies	4.5%	-3.9%	22.1%	-6.7%	-13.5%	20.0%	-1.3%	-34.5%	34.1%	21.9%	-60.4%

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

Median Quarterly Revenue Growth of All Online Advertising Companies



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



Median Public Company Multiples of the Online Advertising Industry

Date:	3/31/2012	6/30/2012	9/30/2012	12/31/2012	3/31/2013	6/30/2013	9/30/2013	12/31/2013	3/31/2014
EV/Revenues Multiple	1.6x	1.4x	1.7x	1.6x	1.6x	1.5x	1.8x	2.1x	1.6x
EV/EBITDA Multiple	9.0x	8.0x	10.2x	11.1x	9.2x	9.3x	10.9x	12.2x	11.9x
Price/Earnings Multiple	24.0x	20.8x	17.4x	19.9x	18.2x	22.8x	25.8x	35.9x	20.6x
EV/Gross Cash Flows Multiple	19.8x	17.3x	25.9x	22.1x	18.7x	16.4x	37.9x	42.8x	39.7x

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 at 415-392-0888 for more information or questions in connection with this research report.

Quarterly Industry Update

As of March 31, 2014

Industry: Online Advertising



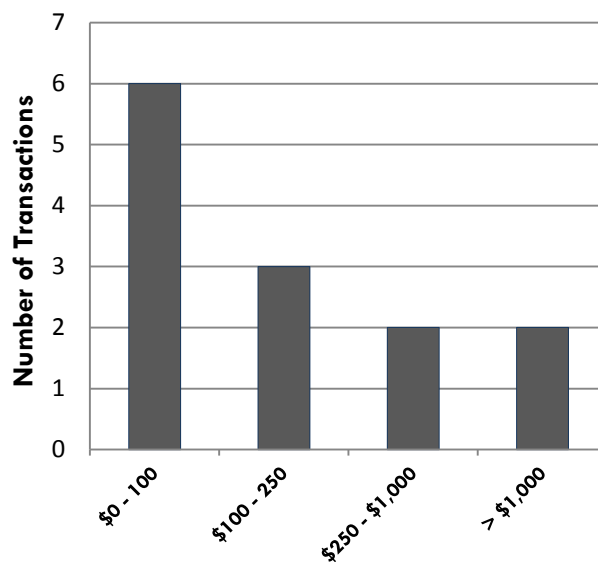
Industry Initial Public Offerings (dollars in millions, except share prices)

Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
5/16/2013	Marketo, Inc.	\$13.00	6.1	\$78.8	\$75.9	\$3.6	\$65.9	(\$34.8)	(\$37.3)	(\$33.2)
3/21/2013	Marin Software Incorporated	\$14.00	7.5	\$105.0	\$57.2	\$10.8	\$59.6	(\$22.6)	(\$26.5)	(\$20.0)
11/20/2012	YY Inc.	\$10.50	7.8	\$81.9	\$163.6	\$0.0	\$105.9	\$14.0	\$9.5	\$17.9
9/19/2012	Trulia, Inc.	\$17.00	6.0	\$102.0	\$27.6	\$10.1	\$51.3	(\$8.0)	(\$11.2)	(\$6.0)
3/28/2012	Millennial Media Inc.	\$13.00	10.2	\$132.6	\$61.9	\$0.0	\$103.7	\$0.0	(\$0.3)	\$0.5
3/14/2012	Demandware, Inc.	\$16.00	5.5	\$88.0	\$42.9	\$4.0	\$56.5	\$2.1	(\$1.4)	\$5.0
3/1/2012	Yelp Inc.	\$15.00	7.2	\$107.3	\$43.8	\$0.0	\$83.3	(\$7.1)	(\$16.7)	(\$4.0)
2/23/2012	Bazaarvoice, Inc.	\$12.00	9.5	\$113.8	\$46.8	\$0.0	\$94.0	(\$19.5)	(\$22.6)	(\$17.5)
2/17/2012	Brightcove Inc.	\$11.00	5.0	\$55.0	\$47.3	\$7.0	\$63.6	(\$14.0)	(\$17.6)	(\$11.9)
2/9/2012	Synacor, Inc.	\$5.00	6.8	\$34.1	\$43.4	\$3.9	\$91.1	\$6.7	\$9.9	\$9.4
4/20/2011	Responsys, Inc.	\$12.00	6.6	\$79.4	\$76.0	\$0.3	\$104.8	\$18.9	\$9.6	\$24.3
1/25/2011	Demand Media, Inc.	\$17.00	8.9	\$151.3	\$488.5	\$0.0	\$252.9	\$50.3	(\$5.3)	\$67.4
2/10/2010	QuinStreet, Inc.	\$15.00	10.0	\$150.0	\$281.8	\$105.7	\$293.1	\$56.8	\$20.5	\$60.0
Median of All IPOs		nm	nm	\$102.0	\$57.2	\$3.6	\$91.1	\$0.0	(\$5.3)	\$0.5

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought
3/17/2014	Epiphany Solutions Limited	Jaywing plc	\$30.0	100%
3/11/2014	Level Up! Inc.	Asiasoft Corporation	\$5.0	100%
3/3/2014	Guangzhou Teamtop Network	Rastar Group	\$133.2	100%
2/7/2014	Digital Generation, Inc.	Extreme Reach, Inc.	\$884.7	100%
2/6/2014	Responsys, Inc.	Oracle Corporation	\$1,697.7	100%
12/23/2013	Facilitate Digital Holdings	Adslot Ltd	\$15.5	100%
12/12/2013	Rhythm NewMedia Inc.	Blinkx plc	\$56.6	100%
11/6/2013	JumpTap, Inc.	Millennial Media Inc.	\$244.7	100%
10/16/2013	Optimal, Inc.	Brand Networks Inc.	\$35.0	100%
7/10/2013	ExactTarget	Salesforce.com	\$2,640.0	100%
3/5/2013	JWord, Inc.	GMO AD Partners	\$15.1	72%
8/13/2012	Buddy Media, Inc.	Salesforce.com	\$745.0	100%
6/12/2012	PowerReviews, LLC	Bazaarvoice	\$155.7	100%
Median of All Transaction Targets			\$133.2	100%

Size of Merger and Acquisition Transactions (dollars in millions)



Disclosures and Limitations: This research report is for informational and discussion purposes only. This report and any statements, figures, or opinions stated herein does not represent investment advice of any kind to any person and does not constitute a recommendation as to the purchase or sale of any interests or as to any other course of action. General, financial, and statistical information concerning the details of this report and related industry are from sources Cogent Valuation believes to be Reliable. Cogent Valuation has accurately reflected such information in this research report; however, Cogent Valuation makes no representation as to the sources' accuracy or completeness and has accepted this information without further verification. Neither all nor any part of the contents of this report may be conveyed to the public through advertising, public relations, news, sales, mail, direct transmittal, or other media without the prior written consent of Cogent Valuation. Cogent Valuation's research is as of the date reported herein. Cogent Valuation has no affiliation with any of the companies comprising the composite used as a basis for research in this report, nor does Cogent Valuation hold any investments in the companies listed herein. The contents of this report are not to be used as a basis for any work that Cogent Valuation may perform for you in the future. THIS REPORT IS NOT TO BE USED OR CONSIDERED UNDER ANY CIRCUMSTANCE BY ANYONE AS INVESTMENT ADVICE. 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 at 415-392-0888 for more information or questions in connection with this research report. Copyright © 2014 Cogent Valuation. All Rights Reserved.