

# Quarterly Industry Update

As of March 31, 2016

Industry: Data Analytics



## Industry Summary

Cogent Valuation identified Data Analytics publicly traded companies, IPOs, and recent M&A transactions within the Data Analytics 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. Over the last year since March 31, 2015, the median 52-week share price return of the Data Analytics industry was -9.5%. Between March 31, 2014 and March 31, 2016, the median EV/EBITDA multiple decreased from 11.0 to 6.7. Furthermore, the median price-to-earnings multiple decreased from 36.8 to 24.0 over the same period.

## Comparable Public Company Key Statistics

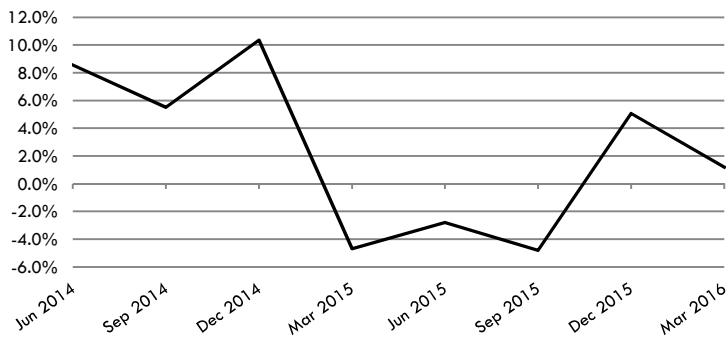
Median 52-Week Return	-9.5%	Median EV/Revenue Multiple	1.7x	Median Price/Earnings Multiple	24.0x
Median 3-Year CAGR Return	4.3%	Median EV/EBITDA Multiple	6.7x	Median EV/Gross CF Multiple	22.7x

## Comparable Public Company Market Price Returns As of March 31, 2016

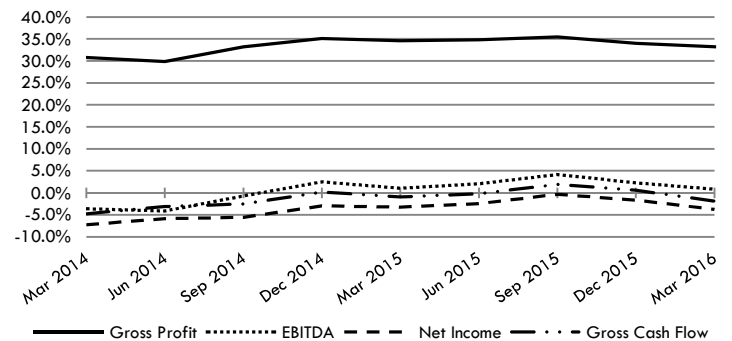
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2015	2014	2013	2012	2011
Epiq Systems, Inc.	14.9%	14.9%	-16.2%	5.0%	2.3%	0.9%	-23.5%	5.6%	26.8%	6.1%	-12.5%
FTI Consulting, Inc.	2.5%	2.5%	-5.2%	3.2%	-1.9%	-1.5%	-10.3%	-6.1%	24.7%	-22.2%	13.8%
Guidance Software, Inc.	-28.6%	-28.6%	-20.5%	-37.6%	-26.5%	-12.5%	-17.0%	-28.2%	-14.9%	83.2%	-9.9%
Huron Consulting Group Inc.	-2.0%	-2.0%	-12.0%	-4.2%	13.0%	16.0%	-13.1%	9.1%	86.0%	-13.0%	46.5%
Innodata Inc.	-20.7%	-20.7%	-13.7%	-11.9%	-13.2%	-1.2%	-2.4%	19.2%	-35.2%	-4.1%	37.8%
Iron Mountain Incorporated	25.5%	25.5%	-7.0%	10.9%	-2.3%	1.7%	-30.1%	27.4%	-2.3%	0.8%	23.2%
MAXIMUS, Inc.	-6.4%	-6.4%	-21.2%	8.3%	9.6%	21.0%	2.6%	24.7%	39.2%	52.9%	26.1%
Navigant Consulting Inc.	-1.6%	-1.6%	22.0%	-8.0%	6.4%	9.6%	4.5%	-19.9%	72.0%	-2.2%	24.0%
Open Text Corporation	8.1%	8.1%	-2.1%	4.2%	20.6%	10.7%	-17.7%	26.7%	64.5%	9.3%	11.0%
Tyler Technologies, Inc.	-26.2%	-26.2%	6.7%	24.0%	28.0%	40.2%	59.3%	7.2%	110.8%	60.9%	45.0%
<b>Median of Industry Public Companies</b>	<b>-1.8%</b>	<b>-1.8%</b>	<b>-9.5%</b>	<b>3.7%</b>	<b>4.3%</b>	<b>5.6%</b>	<b>-11.7%</b>	<b>8.1%</b>	<b>33.0%</b>	<b>3.4%</b>	<b>23.6%</b>

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

## Median Quarterly Revenue Growth of All Data Analytics Companies



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



## Median Public Company Multiples of the Data Analytics Industry

Date:	3/31/2014	6/30/2014	9/30/2014	12/31/2014	3/31/2015	6/30/2015	9/30/2015	12/31/2015	3/31/2016
EV/Revenues Multiple	2.0x	1.9x	1.7x	2.0x	2.0x	2.2x	2.0x	1.8x	1.7x
EV/EBITDA Multiple	11.0x	11.6x	11.7x	13.2x	13.3x	13.6x	12.8x	11.9x	6.7x
Price/Earnings Multiple	36.8x	27.3x	18.7x	26.6x	24.6x	27.3x	24.8x	25.2x	24.0x
EV/Gross Cash Flows Multiple	22.4x	27.0x	23.0x	9.7x	22.6x	23.4x	25.1x	1.9x	22.7x

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](mailto:Steven.Kam@CogentValuation.com) at 415-392-0888 for additional information or questions in connection with this research report. Copyright © 2016 Cogent Valuation. All Rights Reserved.

# Quarterly Industry Update

As of March 31, 2016

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

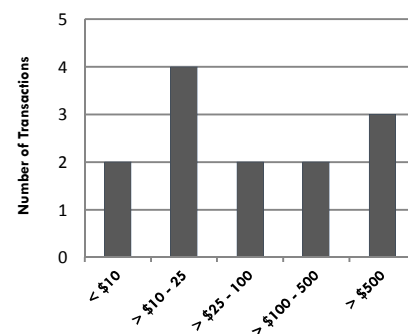
Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
11/12/2015	Instructure, Inc.	\$16.00	4.4	\$70.4	\$64.2	\$0.0	\$65.1	(\$55.5)	(\$58.9)	(\$53.7)
6/25/2015	AppFolio, Inc.	\$12.00	6.2	\$74.4	\$36.0	\$9.6	\$53.7	(\$8.2)	(\$11.0)	(\$7.2)
12/12/2011	Jive Software, Inc.	\$12.00	13.4	\$161.3	\$143.9	\$32.9	\$69.4	(\$34.0)	(\$44.9)	(\$31.0)
11/8/2011	Imperva Inc.	\$18.00	5.0	\$90.0	\$42.5	\$3.0	\$72.0	(\$10.1)	(\$11.8)	(\$8.6)
8/1/2007	The Dolan Company	\$14.50	13.5	\$195.1	\$211.1	\$233.3	\$124.6	\$31.5	(\$47.0)	\$34.3
12/12/2006	Guidance Software, Inc.	\$11.50	5.0	\$57.5	\$26.6	\$2.0	N/A	N/A	N/A	N/A
<b>Median of All IPOs</b>		<b>nm</b>	<b>nm</b>	<b>\$82.2</b>	<b>\$53.3</b>	<b>\$6.3</b>	<b>\$69.4</b>	<b>(\$10.1)</b>	<b>(\$44.9)</b>	<b>(\$8.6)</b>

nm: not meaningful

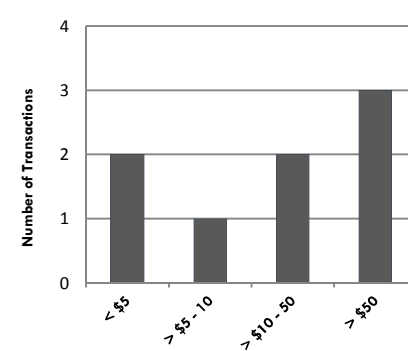
## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	EV/Revenues
2/29/2016	Experton Group AG	Information Services Group	\$2.4	100%	N/A	N/A
2/24/2016	Veda Group Limited	Equifax Inc.	\$1,873.0	100%	\$242.1	7.6x
2/1/2016	L-3 National Security	CACI Inc. - Federal	\$550.0	100%	N/A	N/A
1/25/2016	GlobalData Ltd.	Progressive Digital Media	\$103.8	100%	N/A	N/A
11/23/2015	Daegis Inc.	Open Text Corporation	\$23.3	100%	\$23.7	0.9x
11/9/2015	Binary Group, Inc.	Cybergly Holdings, Inc.	\$3.6	100%	N/A	N/A
7/31/2015	EvD, Inc.	UBIC, Inc.	\$29.4	100%	\$22.1	1.3x
5/29/2015	Quindell Plc	Slater and Gordon	\$1,002.1	100%	\$954.8	1.0x
2/26/2015	Prelytix, LLC	Market Resource Partners	\$20.0	100%	\$2.0	10.0x
4/7/2014	Third Coast Holdings Inc	Wolters Kluwer	\$180.0	62%	\$57.0	5.1x
9/13/2013	ISD Corporation	Daily Journal Corp.	\$16.0	100%	N/A	N/A
9/12/2013	Molecular Profiles Ltd.	Columbia Laboratories	\$25.4	100%	\$9.0	2.8x
9/5/2013	KnowledgeCenter Ltd.	Charles Taylor plc	\$11.1	100%	\$4.2	2.6x
8/28/2013	Panopticon Software AB	Datawatch Corporation	\$27.5	100%	\$5.0	5.5x
4/25/2013	Angoss Software Corp.	Peterson Partners LP	\$8.5	100%	\$7.0	1.1x
<b>Median of the 15 M&amp;A Transaction Targets</b>			<b>\$25.4</b>	<b>100%</b>	<b>\$22.9</b>	<b>2.7x</b>

Size of M&A Transactions



LTM Revenues Reported



### Definitions of Financial Terms Used in this Quarterly Industry Update:

Enterprise Value (EV): Market Value of Equity + Market Value of Debt - Cash

Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA): Profitability metric sometimes also referred to as operating profit or operating earnings.

Gross Cash Flows: Net Income + Depreciation and Amortization Expense

Latest Twelve Months (LTM): Financial information is as of the latest twelve months through the date of this Quarterly Industry Update.

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