

# Quarterly Industry Update

As of December 31, 2015

Industry: Social Media



## Industry Summary

Cogent Valuation identified Social Media publicly traded companies, IPOs, and recent M&A transactions within the Social Media 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 December 31, 2014, the median 52-week share price return of the Social Media industry was -9.5%. Between December 31, 2013 and December 31, 2015, the median EV/EBITDA multiple decreased from 30.3 to 25.7. However, the median price-to-earnings multiple increased from 31.7 to 41.1 over the same period.

## Comparable Public Company Key Statistics

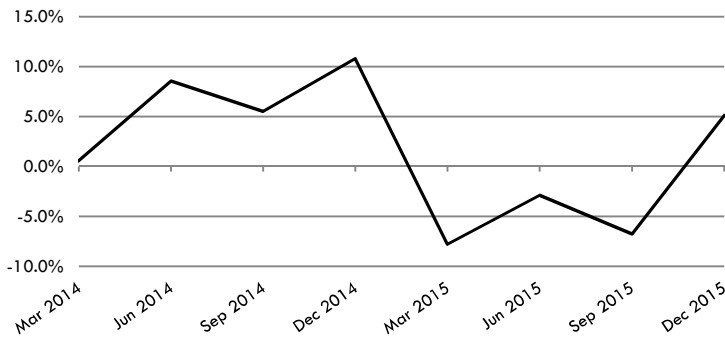
Median 52-Week Return	-9.5%	Median EV/Revenue Multiple	6.2x	Median Price/Earnings Multiple	41.1x
Median 3-Year CAGR Return	23.5%	Median EV/EBITDA Multiple	25.7x	Median EV/Gross CF Multiple	1.9x

## Comparable Public Company Market Price Returns As of December 31, 2015

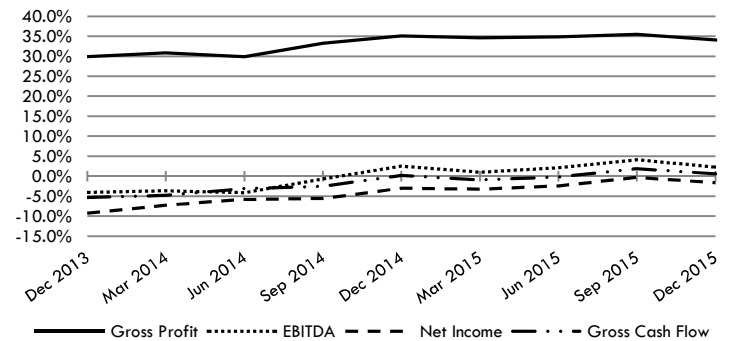
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2015	2014	2013	2012	2011
Alphabet Inc.	46.6%	21.9%	46.6%	17.8%	30.1%	21.2%	46.6%	-5.3%	58.4%	9.5%	8.7%
Angie's List, Inc.	50.1%	85.5%	50.1%	-21.4%	-8.0%	N/A	50.1%	-58.9%	26.4%	-25.5%	N/A
Baidu, Inc.	-17.1%	37.6%	-17.1%	3.1%	23.5%	14.4%	-17.1%	28.2%	77.4%	-13.9%	20.7%
Facebook, Inc.	34.1%	16.4%	34.1%	38.4%	57.8%	N/A	34.1%	42.8%	105.3%	N/A	N/A
LinkedIn Corporation	-2.0%	18.4%	-2.0%	1.9%	25.2%	N/A	-2.0%	5.9%	88.8%	82.2%	N/A
Twitter, Inc.	-35.5%	-14.1%	-35.5%	-39.7%	N/A	N/A	-35.5%	-43.6%	N/A	N/A	N/A
Yahoo! Inc.	-34.2%	15.0%	-34.2%	-9.3%	18.7%	14.9%	-34.2%	24.9%	103.2%	23.4%	-3.0%
Yelp Inc.	-47.4%	33.0%	-47.4%	-35.4%	15.2%	N/A	-47.4%	-20.6%	265.8%	N/A	N/A
<b>Median of Industry Public Companies</b>	<b>-9.5%</b>	<b>20.1%</b>	<b>-9.5%</b>	<b>-3.7%</b>	<b>23.5%</b>	<b>14.9%</b>	<b>-9.5%</b>	<b>0.3%</b>	<b>88.8%</b>	<b>9.5%</b>	<b>8.7%</b>

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

## Median Quarterly Revenue Growth of All Social Media Companies



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



## Median Public Company Multiples of the Social Media Industry

Date:	12/31/2013	3/31/2014	6/30/2014	9/30/2014	12/31/2014	3/31/2015	6/30/2015	9/30/2015	12/31/2015
EV/Revenues Multiple	7.0x	7.3x	7.2x	8.4x	9.5x	7.9x	7.0x	4.6x	6.2x
EV/EBITDA Multiple	30.3x	27.5x	30.6x	29.5x	28.8x	25.2x	23.8x	28.0x	25.7x
Price/Earnings Multiple	31.7x	29.0x	33.6x	36.5x	33.1x	34.4x	33.1x	38.5x	41.1x
EV/Gross Cash Flows Multiple	28.3x	22.7x	25.8x	31.6x	9.7x	27.4x	25.9x	22.8x	1.9x

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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
4/17/2014	Weibo Corporation	\$17.00	16.8	\$285.6	\$606.9	\$267.7	\$188.3	(\$36.4)	(\$38.1)	(\$14.8)
3/27/2014	Everyday Health, Inc.	\$14.00	7.2	\$100.1	\$192.3	\$71.3	\$155.9	\$10.6	(\$18.2)	\$17.2
11/6/2013	Twitter, Inc.	\$26.00	70.0	\$1,820.0	\$992.8	\$176.2	\$534.5	(\$56.9)	(\$142.6)	\$21.2
5/17/2012	Facebook, Inc.	\$38.00	421.2	\$16,006.9	\$6,859.0	\$706.0	\$4,038.0	\$2,131.0	\$972.0	\$2,493.0
3/1/2012	Yelp Inc.	\$15.00	7.2	\$107.3	\$43.8	\$0.0	\$83.3	(\$7.1)	(\$16.7)	(\$4.0)
11/16/2011	Angie's List, Inc.	\$13.00	8.8	\$114.3	\$32.6	\$14.8	\$78.7	(\$44.5)	(\$51.4)	(\$43.6)
5/18/2011	LinkedIn Corporation	\$45.00	7.8	\$352.8	\$265.3	\$0.0	\$292.3	\$37.4	\$15.6	\$56.1
<b>Median of All IPOs</b>		<b>nm</b>	<b>nm</b>	<b>\$285.6</b>	<b>\$265.3</b>	<b>\$71.3</b>	<b>\$188.3</b>	<b>(\$7.1)</b>	<b>(\$18.2)</b>	<b>\$17.2</b>

nm: not meaningful, N/A: not applicable

## Recent Merger and Acquisition Transactions for a Majority Stake

Transaction Date	Target	Acquirer	Transaction Size		Active Users	
			(millions)	% Bought	(millions) [1]	Value Per User
11/3/2015	Socialware, Inc.	Proofpoint, Inc.	\$9.0	100%	N/A	N/A
9/30/2015	IMS Internet Media	Sony Pictures Television	\$100.0	51%	N/A	N/A
6/8/2015	Fast Web Media Ltd.	MoPowered Group	\$2.5	100%	N/A	N/A
3/5/2015	FitStar Labs, Inc.	Fitbit Inc.	\$32.8	100%	N/A	N/A
3/1/2015	MyStay, Inc.	Select-TV USA Holdings	\$2.8	100%	N/A	N/A
11/7/2014	Contact At Once!, LLC	LivePerson Inc.	\$76.5	100%	N/A	N/A
10/6/2014	WhatsApp Inc.	Facebook, Inc.	\$19,696.7	100%	600.0	\$32.83
10/1/2014	ELEQT Ltd.	EFactor Group Corp.	\$28.7	100%	0.2	\$191.64
9/25/2014	Twitch Interactive, Inc.	Amazon.com, Inc.	\$842.0	100%	45.0	\$18.71
7/14/2014	CovertLive Inc.	Scribble Technologies Inc.	\$10.1	100%	N/A	N/A
3/26/2014	Klout, Inc.	Lithium Technologies Inc.	\$200.0	100%	620.0	\$0.32
1/16/2014	Archetypes, Inc.	CC Bridge Lender, LLC	\$7.3	100%	N/A	N/A
1/13/2014	Branch Media, Inc.	Facebook, Inc.	\$15.0	100%	N/A	N/A
7/2/2013	Qwiki, Inc.	Yahoo! Inc.	\$50.0	100%	N/A	N/A
6/20/2013	Tumblr, Inc.	Yahoo! Inc.	\$1,100.0	100%	300.0	\$3.67
6/11/2013	Waze Mobile Limited	Google Inc.	\$966.0	100%	50.0	\$19.32
5/9/2013	Clipboard, Inc.	salesforce.com, inc.	\$12.0	100%	N/A	N/A
8/31/2012	Instagram, Inc.	Facebook, Inc.	\$1,010.5	100%	30.0	\$33.68
<b>Median of the 18 M&amp;A Transaction Targets</b>			<b>\$41.4</b>	<b>100%</b>	<b>50.0</b>	<b>\$19.32</b>

[1] Users are measured by the target company or third party research companies. Italicized numbers indicate users as of the date of this report, not as of the date of acquisition.

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

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

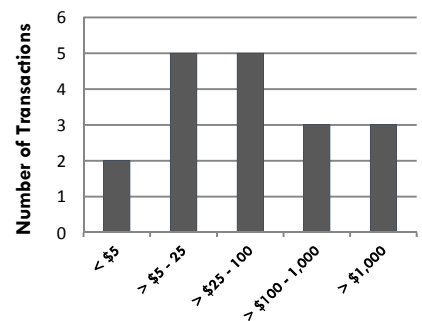
Earnings Before Interest, Taxes, Depreciation and Amortization (EBITDA): Profitability metric sometimes also referred to as operating profit or operating earnings.

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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Size of M&A Transactions



Reported Active Users

