

# Quarterly Industry Update

As of December 31, 2016

Industry: Social Media Analytics

## Industry Summary

Cogent Valuation identified Social Media Analytics publicly traded companies, IPOs, and recent M&A transactions within the Social Media 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 December 31, 2015, the median 52-week share price return of the Social Media Analytics industry was -1.7%. Between December 31, 2014 and December 31, 2016, the median EV/EBITDA multiple increased from 8.6 to 17.3. Furthermore, the median price-to-earnings multiple increased from 13.4 to 22.8 over the same period.

## Comparable Public Company Key Statistics

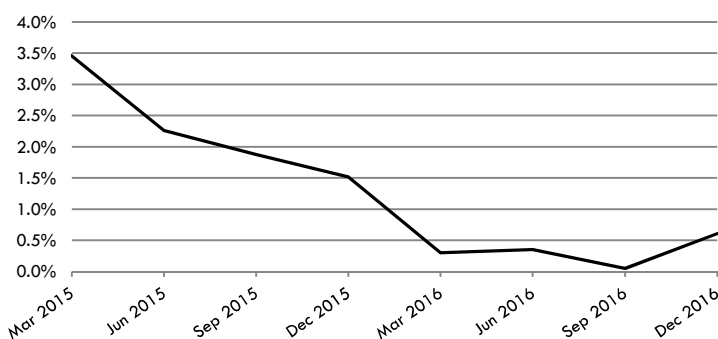
Median 52-Week Return	-1.7%	Median EV/Revenue Multiple	2.1x	Median Price/Earnings Multiple	22.8x
Median 3-Year CAGR Return	-3.4%	Median EV/EBITDA Multiple	17.3x	Median EV/Gross CF Multiple	38.8x

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

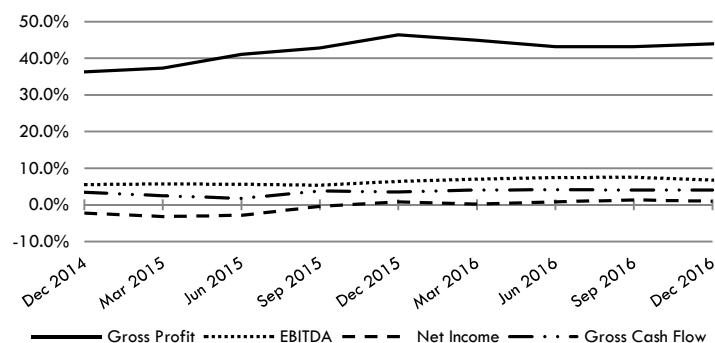
	YTD	3 Month	1 Year	2 Year	3 Year	5 Year	2015	2014	2013	2012	2011
Axiom Corporation	28.1%	0.6%	28.1%	15.0%	-10.2%	17.0%	3.2%	-45.2%	111.8%	43.0%	-28.8%
Bazaarvoice, Inc.	10.7%	-17.9%	10.7%	-22.3%	-15.1%	N/A	-45.5%	1.5%	-15.3%	N/A	N/A
comScore, Inc.	-23.3%	3.0%	-23.3%	-17.5%	3.3%	8.3%	-11.4%	62.3%	107.6%	-35.0%	-5.1%
IHS Inc.	-100.0%	-5.7%	-40.4%	-59.3%	-61.7%	N/A	4.0%	-4.9%	24.7%	11.4%	7.2%
Interactive Intelligence Group Inc.	-91.0%	1.6%	13.1%	13.1%	12.2%	18.0%	-34.4%	-28.9%	100.8%	46.3%	-12.4%
Marchex, Inc.	-31.9%	-4.3%	-31.9%	-24.0%	-32.6%	-15.8%	-15.3%	-46.9%	110.5%	-34.2%	-34.5%
salesforce.com, inc.	-12.7%	-4.0%	-12.7%	7.4%	7.4%	22.0%	32.2%	7.5%	31.3%	65.7%	-23.1%
TeleTech Holdings Inc.	9.3%	5.2%	9.3%	13.5%	8.4%	13.5%	17.9%	-1.1%	34.5%	9.9%	-21.3%
<b>Median of Industry Public Companies</b>	<b>-18.0%</b>	<b>-1.7%</b>	<b>-1.7%</b>	<b>-5.0%</b>	<b>-3.4%</b>	<b>15.3%</b>	<b>-4.1%</b>	<b>-3.0%</b>	<b>67.7%</b>	<b>11.4%</b>	<b>-21.3%</b>

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

## Median Quarterly Revenue Growth of All Social Media Analytics Companies



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



## Median Public Company Multiples of the Social Media Analytics Industry

Date:	12/31/2014	3/31/2015	6/30/2015	9/30/2015	12/31/2015	3/31/2016	6/30/2016	9/30/2016	12/31/2016
EV/Revenues Multiple	1.6x	1.5x	1.5x	1.6x	1.5x	1.1x	1.6x	2.3x	2.1x
EV/EBITDA Multiple	8.6x	8.6x	9.3x	8.6x	8.2x	9.9x	15.1x	17.0x	17.3x
Price/Earnings Multiple	13.4x	13.8x	14.4x	18.8x	10.5x	12.1x	12.0x	20.3x	22.8x
EV/Gross Cash Flows Multiple	10.3x	11.2x	11.5x	10.0x	11.0x	12.2x	12.4x	36.3x	38.8x

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# Quarterly Industry Update

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

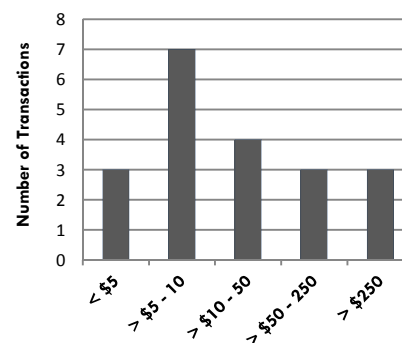
Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
4/26/2012	Acquity Group Limited	\$6.00	5.6	\$33.3	\$79.5	\$0.0	\$106.7	\$19.4	\$8.6	\$20.3
2/23/2012	Bazaarvoice, Inc.	\$12.00	9.5	\$113.8	\$46.8	\$0.0	\$94.0	(\$19.5)	(\$22.6)	(\$17.5)
5/19/2010	ReachLocal, Inc.	\$13.00	4.2	\$54.2	\$101.5	\$0.0	\$224.0	(\$3.3)	\$10.0	(\$1.5)
6/26/2007	comScore, Inc.	\$16.50	5.3	\$87.5	\$45.5	\$3.3	\$70.0	\$11.4	\$7.1	\$14.4
11/10/2005	IHS Inc.	\$16.00	14.5	\$232.2	\$743.0	\$0.3	N/A	N/A	N/A	N/A
6/22/2004	salesforce.com, inc.	\$11.00	10.0	\$110.0	\$67.9	\$0.2	\$81.5	\$0.5	\$2.5	\$2.8
<b>Median of All IPOs</b>		<b>nm</b>	<b>nm</b>	<b>\$98.7</b>	<b>\$73.7</b>	<b>\$0.1</b>	<b>\$94.0</b>	<b>\$0.5</b>	<b>\$7.1</b>	<b>\$2.8</b>

nm: not meaningful, N/A: not applicable

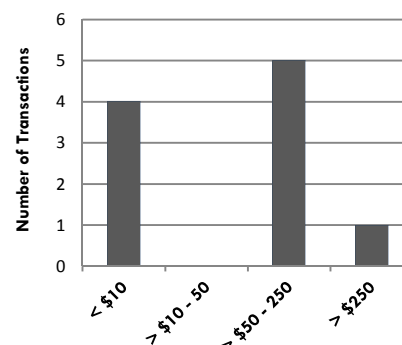
## Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	EV/Revenues
9/30/2016	Eastwick Communications Inc.	Hotwire Public Relations	\$5.0	100%	N/A	N/A
9/27/2016	Besedo Global Services AB	ioSquare SAS	\$5.6	100%	N/A	N/A
9/26/2016	Sizmek Inc.	Vector Capital	\$113.6	100%	\$185.2	0.4x
7/29/2016	Aimia Inc.	Sigma Group	\$11.8	100%	N/A	N/A
6/15/2016	Metriplika SL	Beabloo S.L.	\$2.2	100%	\$3.6	0.6x
3/31/2016	TigerLogic Corporation	Sprinklr Inc.	\$2.4	100%	N/A	N/A
3/11/2016	Publitek Limited	Next Fifteen Communications	\$8.9	100%	\$8.5	1.1x
2/25/2016	Marketwire, L.P.	Nasdaq, Inc.	\$108.3	100%	N/A	N/A
1/29/2016	Rentrak Corporation	comScore, Inc.	\$850.2	100%	\$108.1	7.1x
11/3/2015	Socialware, Inc.	Proofpoint, Inc.	\$9.0	100%	N/A	N/A
9/30/2015	IMS Internet Media Services	Sony Pictures Television	\$100.0	51%	N/A	N/A
7/2/2015	Taj Media, LLC	Sober Media Group, LLC	\$5.5	100%	N/A	N/A
6/24/2015	Market Motive Incorporated	Simplilearn Solutions	\$10.0	100%	N/A	N/A
3/20/2015	SwellPath, Inc.	6D Global Technologies	\$5.6	100%	\$1.8	3.0x
3/13/2015	glispa GmbH	Market Tech Holdings	\$26.5	75%	\$79.4	0.4x
12/10/2014	Conversant, Inc.	Alliance Data Systems	\$2,448.9	100%	\$593.8	4.0x
9/12/2014	Mobilethink A/S	Spirent Communications	\$20.0	100%	\$8.2	2.4x
5/30/2014	Vocus Inc.	GTCR, LLC	\$480.6	100%	\$186.3	2.4x
3/30/2014	Cision AB	Meltwater Drive Sverige	\$7.1	5%	\$127.0	1.4x
2/28/2014	Matrix-Data Ltd.	Market Metrics, LLC	\$13.3	40%	N/A	N/A
<b>Median of the 20 M&amp;A Transaction Targets</b>			<b>\$10.0</b>	<b>100%</b>	<b>\$93.8</b>	<b>1.9x</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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