

Q4: Quarterly Industry Update

AS OF December 31, 2020



Investment Advisory

INDUSTRY SUMMARY

COGENT VALUATION identified **Investment Advisory** publicly traded companies, IPOs, and recent M&A transactions within the Investment Advisory 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, 2019, the median 52-week share price return of the Investment Advisory industry was -8.4%. Between December 31, 2019 and December 31, 2020, the median EV/EBITDA multiple decreased from 9.0 to 7.2. Furthermore, the median price-to-earnings multiple decreased from 18.2 to 16.2 over the same period. The median revenue growth and EBITDA margins for the industry for the quarter were 0.8% and 28.2%, respectively.

Public Company Key Statistics

Median 52-Week
Return

-8.4%

Median 3-Year CAGR
Return

.4%

Median EV/Revenue
Multiple

2.4x

Median EV/EBITDA
Multiple

7.2x

Median Price/Earnings
Multiple

16.2x

Median EV/Gross CF
Multiple

12.1x

Comparable Public Company Market Price Returns as of December 31, 2020

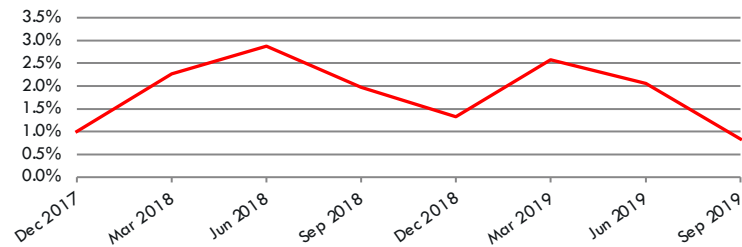
	2020	3 Month	1 Year	2 Year	3 Year	2019	2018	2017
AllianceBernstein Holding L.P.	7.2%	7.2%	17.5%	2.5%	-2.2%	-1.7%	-7.7%	21.0%
Ameriprise Financial, Inc.	-12.7%	-12.7%	14.1%	26.2%	6.4%	4.2%	-19.5%	15.0%
Cohen & Steers, Inc.	-14.0%	-14.0%	1.7%	24.6%	0.9%	10.2%	-27.6%	5.0%
Diamond Hill Investment Group, Inc.	0.0%	0.0%	6.2%	4.6%	19.9%	11.3%	36.9%	16.6%
Legg Mason, Inc.	-3.2%	-3.2%	12.6%	3.4%	-8.4%	-23.8%	-26.5%	22.7%
Oaktree Capital Group, LLC	-5.9%	-5.9%	-12.6%	-6.1%	-2.7%	-21.4%	-7.9%	-11.9%
Pzena Investment Management, Inc	4.3%	4.3%	13.1%	11.4%	4.5%	29.2%	-9.1%	-19.6%
SEI Investments Co.	4.2%	4.2%	48.5%	17.1%	19.1%	-5.8%	30.9%	15.3%
Silvercrest Asset Management Group	-5.3%	-5.3%	14.3%	16.2%	2.2%	10.6%	-24.0%	-8.2%
Waddell & Reed Financial, Inc.	-9.5%	-9.5%	18.9%	-11.7%	-27.0%	-31.9%	-42.5%	-23.5%
Westwood Holdings Group, Inc.	-14.7%	-14.7%	5.8%	12.7%	5.9%	15.2%	-15.7%	-0.1%
WisdomTree Investments, Inc.	-26.9%	-26.9%	1.0%	-10.5%	-3.6%	-29.0%	0.0%	-11.5%
Median of Industry Public Companies	-5.6%	-5.6%	12.8%	8.0%	1.6%	1.3%	-12.4%	2.4%

Multiple year periods are calculated as the average annual return.

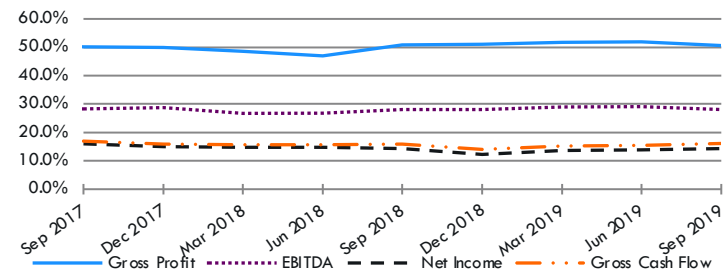
■ Highest Return
 ■ Lowest Return
 ■ Median Return

Industry Revenue Growth and Profit Margins for the Past Two Years

Median Quarterly Revenue Growth of All Investment Advisory Companies



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



Public Company Median Multiples by Quarter

	12/31/20	9/30/20	6/30/20	3/31/19	12/31/19	9/30/19	6/30/19	3/31/19
EV/Revenues Multiple	2.4x	3.4x	2.8x	3.3x	3.4x	2.9x	2.9x	3.2x
EV/EBITDA Multiple	7.2x	9.2x	8.7x	8.9x	8.7x	9.1x	9.0x	9.2x
Price/Earnings Multiple	16.2x	18.1x	19.7x	20.3x	13.8x	14.1x	14.9x	15.6x
EV/Gross Cash Flows Multiple	12.1x	13.1x	16.3x	16.3x	16.4x	13.8x	14.6x	13.9x

■ Highest Multiple
 ■ Lowest Multiple
 ■ Median Multiple

Industry Initial Public Offerings—Investment Advisory (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
12/20/20	China Renaissance Holdings Limited	\$4.05	250.0	\$7.6	\$35.0	N/A	\$0.0	NA	\$0.7	\$1.9
11/11/20	Evans Dixon Limited	\$1.88	11.7	\$152.1	\$2,074.3	\$483.9	\$409.6	\$1.7	\$10.7	N/A
9/21/20	Amasse Capital Holdings Limited	\$0.03	16.7	\$19.4	\$693.0	\$0.0	\$12.2	\$130.4	\$103.8	N/A
12/7/19	Victory Capital Holdings, Inc.	\$13.00	5.7	\$65.6	\$220,850.0	\$26.4	\$56.4	\$2.7	\$766.2	\$1,297.4
3/11/19	Harwood Wealth Management Group plc	\$1.17	11.1	\$200.0	\$287.6	N/A	\$12.2	NA	\$0.0	\$51.9
9/8/18	Tristate Capital Holdings, Inc.	\$11.50	65.2	\$1,271.2	\$45,498.0	\$901.0	\$56.4	NA	N/A	N/A
5/8/18	PennyMac Financial Services, Inc.	\$18.00	11.1	\$331.6	\$66.1	\$0.3	\$346.6	\$1,297.4	(\$34.1)	\$199.0
5/29/17	Median of all IPOs	nm	nm	\$152.1	\$693.0	\$245.8	\$168.2	\$123.7	\$5.7	\$125.5

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	EV/Revenues
12/3/20	Global Investment House K.S.C.	KAMCO Investment Company K.S.C.P.	\$157.6	100%	N/A	0.0x
11/19/20	Financial Engines, Inc.	Edelman Financial Services	\$3,030.0	87%	N/A	N/A
1/17/19	Winthrop Corporation	Khandwala Capital Management, Inc.	\$6.0	100%	\$1.8	0.0x
10/2/19	Notenstein La Roche Privatbank AG	Vontobel Holding AG	\$705.8	100%	\$62.0	N/A
9/1/19	Friends First Holdings Limited	Aviva plc	\$153.0	100%	N/A	N/A
5/24/19	SOFIA Gestione del Patrimonio SGR S.p.a.	Azimut Capital Management	\$6.0	100%	\$200.6	N/A
3/19/18	AE Financial Services Ltd	Harwood Wealth Management	\$6.5	100%	N/A	0.0x
12/16/18	Hargreave Hale Limited	Canaccord Genuity Wealth	\$102.9	100%	\$10.3	N/A
11/4/18	Evans	Succession Advisory Services	\$27.3	100%	N/A	N/A
8/9/16	Calamos Asset Management Inc.	Gold Castle Group Limited	\$201.6	100%	N/A	3.2x
2/2/16	RI Advice Group Pty Ltd	AZ Next Generation Advisory	\$5.4	100%	N/A	0.0x
2/1/16	The Mutual Fund Store, LLC	Blucora, Inc.	\$579.6	100%	N/A	0.0x

■ USA ■ International

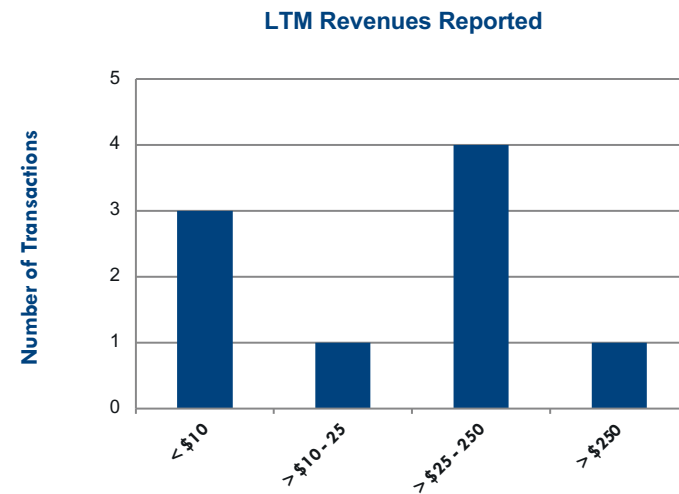
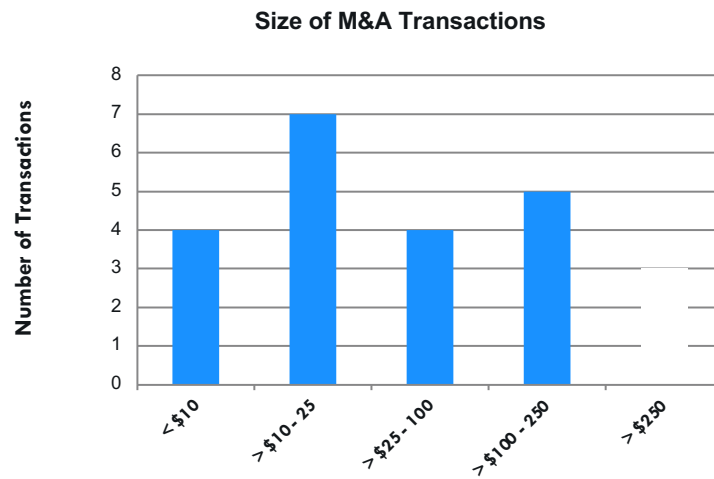
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Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

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Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues	EV/Revenues
10/30/15	Samson Capital Advisors LLC	Fiera Capital Corporation	\$48.5	100%	N/A	N/A
9/30/15	Finter Bank Zürich AG	Vontobel Holding AG	\$82.0	100%	N/A	N/A
9/20/15	Finter Bank Zürich AG	Cathay Life Insurance	\$240.0	100%	N/A	N/A
8/31/15	Conning & Company Inc.	Savills Investment Mgmt.	\$22.9	100%	\$46.4	0.0x
7/31/15	Savills Fund Management	ALPS Holdings, Inc.	\$65.0	100%	N/A	N/A
5/29/15	Red Rocks Capital LLC	ZICO Holdings Inc.	\$6.3	100%	N/A	N/A
4/30/15	Entrust Private Wealth	AFH Financial Group Plc	\$6.3	100%	\$4.7	0.0x
4/1/15	DNCA Finance	Zico HOlodings	\$102.6	100%	\$46.4	0.0x
Median of the 20 M&A Transaction Targets			\$48.5	100%	\$46.4	0.0x

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



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): 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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