

# Q4: Quarterly Industry Update

AS OF December 31, 2020



## Digital Marketing

### INDUSTRY SUMMARY

COGENT VALUATION identified **Digital Marketing** publicly traded companies, IPOs, and recent M&A transactions within the Digital Marketing 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 Digital Marketing industry was -4.5%. Between December 31, 2019 and December 31, 2020, the median EV/EBITDA multiple decreased from 12.8 to 8.7. Furthermore, the median price-to-earnings multiple decreased from 18.0 to 14.2 over the same period. The median revenue growth and EBITDA margins for the industry for the quarter were 0.3% and 6.0%, respectively.

### Public Company Key Statistics

Median 52-Week  
Return

-4.5%

Median 3-Year CAGR  
Return

-1.0%

Median EV/Revenue  
Multiple

2.2x

Median EV/EBITDA  
Multiple

8.7x

Median Price/Earnings  
Multiple

14.2x

Median EV/Gross CF  
Multiple

14.4x

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


|                                     | 2020   | 3 Month | 1 Year | 2 Year | 3 Year | 2019   | 2018   | 2017   |
|-------------------------------------|--------|---------|--------|--------|--------|--------|--------|--------|
| Alliance Data Systems Corporation   | -6.8%  | -6.8%   | -20.2% | 14.8%  | 2.8%   | 28.1%  | 3.2%   | -45.2% |
| Bitauto Holdings Limited            | -27.7% | -27.7%  | -14.5% | -4.3%  | 10.9%  | -17.4% | -3.3%  | 8.8%   |
| Bridgeline Digital, Inc.            | -59.6% | -59.6%  | -17.4% | 6.0%   | 67.9%  | -33.0% | -59.8% | 120.3% |
| CDK Global, Inc.                    | -12.2% | -12.2%  | -50.6% | -32.6% | -24.4% | -40.0% | -53.0% | -57.1% |
| ChannelAdvisor Corporation          | 38.3%  | 38.3%   | -2.6%  | 22.5%  | 19.4%  | 25.7%  | 16.5%  | N/A    |
| Criteo S.A.                         | -11.9% | -11.9%  | -18.4% | -19.4% | -37.3% | 3.6%   | -35.8% | -48.3% |
| GoDaddy Inc.                        | 65.9%  | 65.9%   | -48.3% | -18.9% | -36.6% | 3.7%   | -2.0%  | 18.2%  |
| Harte Hanks, Inc.                   | -24.8% | -24.8%  | 62.1%  | 25.2%  | 43.9%  | 9.0%   | N/A    | N/A    |
| HubSpot, Inc.                       | 70.8%  | 70.8%   | -37.2% | -45.9% | -37.2% | -53.4% | -58.1% | -1.0%  |
| MDC Partners Inc.                   | -57.4% | -57.4%  | 88.1%  | 25.3%  | 98.1%  | -16.5% | 67.5%  | N/A    |
| Omnicom Group Inc.                  | -6.6%  | -6.6%   | -33.4% | -33.9% | -33.4% | -34.4% | -57.7% | -17.4% |
| Median of Industry Public Companies | -26.2% | -26.2%  | -7.5%  | 11.7%  | 48.9%  | 28.1%  | 3.2%   | -10.9% |


Multiple year periods are calculated as the average annual return.


■ Highest Return
 ■ Lowest Return
 ■ Median Return

## 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 |
|-------------------------------------|----------|---------|---------|---------|----------|---------|---------|---------|
| <b>EV/Revenues Multiple</b>         | 2.2x     | 2.6x    | 1.9x    | 2.4x    | 2.1x     | 2.4x    | 2.0x    | 2.6x    |
| <b>EV/EBITDA Multiple</b>           | 8.7x     | 9.0x    | 9.1x    | 10.3x   | 10.6x    | 17.2x   | 16.9x   | 15.0x   |
| <b>Price/Earnings Multiple</b>      | 14.2x    | 15.6x   | 16.4x   | 17.8x   | 22.6x    | 28.4x   | 22.3x   | 21.4x   |
| <b>EV/Gross Cash Flows Multiple</b> | 14.4x    | 19.1x   | 15.0x   | 14.3x   | 29.7x    | 26.4x   | 23.1x   | 18.7x   |

 Highest Multiple

 Lowest Multiple

 Median Multiple

## Industry Initial Public Offerings—Industry: Digital Marketing (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 |
|---------------------------|--|-------------|----------------|----------------|----------------|---------------|----------------|--------------|-----------------|----------------|
| 11/21/20                  | <b>Sungold Media and Entertainment Limited</b> | \$0.14      | 0.5            | \$1.3          | \$4.3          | \$0.0         | N/A            | (\$0.2)      | \$0.8           | \$0.0          |
| 7/3/20                    | <b>HWH International Corp.</b>                 | \$0.30      | 1.3            | \$1.4          | N/A            | N/A           | \$0.0          | N/A          | N/A             | N/A            |
| 2/9/20                    | <b>Ayima Group AB (publ)</b>                   | \$2.37      | 20.5           | \$460.0        | \$3,264.8      | \$1,437.6     | \$13.4         | \$100.1      | (\$143.3)       | \$155.5        |
| 12/2/19                   | <b>The Marketing Group Plc</b>                 | \$1.12      | 5.0            | \$125.0        | \$52.1         | \$5.2         | N/A            | (\$34.8)     | (\$35.7)        | (\$32.7)       |
| 3/31/18                   | <b>GoDaddy Inc.</b>                            | \$20.00     | 8.3            | \$91.7         | \$941.9        | \$653.5       | N/A            | \$79.6       | \$8.4           | \$94.4         |
| 3/27/14                   | <b>HubSpot, Inc.</b>                           | \$25.00     | 7.2            | \$100.1        | \$192.3        | \$71.3        | \$155.9        | \$10.6       | (\$18.2)        | \$17.2         |
| 10/29/13                  | <b>Townsquare Media, Inc.</b>                  | \$11.00     | 8.1            | \$250.6        | \$217.6        | \$17.7        | \$534.1        | \$18.5       | (\$10.1)        | \$30.1         |
| 9/19/13                   | <b>Everyday Health, Inc.</b>                   | \$14.00     | 4.0            | \$116.0        | \$99.8         | \$21.9        | \$159.6        | (\$12.4)     | (\$19.8)        | (\$10.2)       |
| 5/22/13                   | <b>Criteo S.A.</b>                             | \$31.00     | 5.8            | \$80.5         | \$48.7         | \$13.0        | \$56.3         | (\$2.1)      | (\$6.8)         | (\$0.0)        |
| <b>Median of all IPOs</b> |  | <b>nm</b>   | <b>nm</b>      | <b>\$100.1</b> | <b>\$146.0</b> | <b>\$19.8</b> | <b>\$157.7</b> | <b>\$5.2</b> | <b>(\$14.2)</b> | <b>\$8.7</b>   |

## 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 |
|------------------|---|---|------------------|----------|--------------|-------------|
| 11/12/20         | VIXIA INC.  | Nadia Inc.                                  | \$0.7            | 100%     | N/A          | N/A         |
| 10/19/20         | EPiServer AB                                      | Insight Venture Partners LLC                | \$1,160.0        | 100%     | N/A          | N/A         |
| 12/17/19         | The Digital Agency Private Limited                | Noble Infotech Applications Private Limited | \$0.7            | 75%      | \$1.3        | 1.8x        |
| 9/10/19          | Substantially All of the Assets of LeaseLabs Inc. | RealPage, Inc.                              | \$117.0          | 100%     | \$41.0       | 0.8x        |
| 8/7/19           | Asia Pacific Digital Limited                      | Trimantium GrowthOps Limited                | \$23.2           | 100%     | \$3.7        | N/A         |
| 7/11/19          | Gyrosity Projects, LLC                            | Stadiumred, Inc.                            | \$1.0            | 72%      | N/A          | 0.7x        |
| 6/19/19          | Callcredit Information Group                      | TransUnion LLC                              | \$1,403.0        | 100%     | N/A          | 1.8x        |
| 6/5/19           | VERTIKOM GmbH                                     | Fentus 91. GmbH                             | \$22.7           | 100%     | N/A          | N/A         |
| 4/9/19           | The Social Science Pty Ltd                        | Noble Infotech Applications Private Limited | \$0.7            | 100%     | N/A          | N/A         |
| 3/27/18          | Online Automotive Solutions                       | RealPage, Inc.                              | \$117.0          | 100%     | N/A          | N/A         |
| 2/28/18          | 3Q Digital, Inc.                                  | N/A   | \$45.0           | 100%     | \$226.1      | 7.5x        |
| 2/22/18          | AboveNation Media, LLC                            | Jaywing plc                                 | \$1.8            | 75%      | \$1.2        | 2.8x        |

■ USA
 ■ International
 ■ Highest
 ■ Lowest
 ■ Median

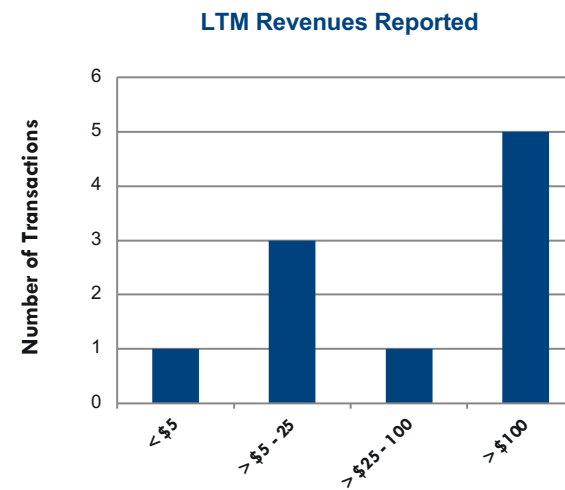
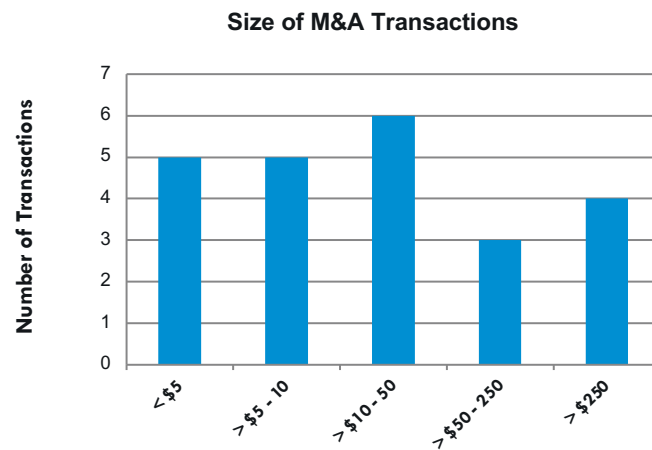
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## Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

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| Transaction Date | Target  | Acquirer                            | Transaction Size | % Bought    | LTM Revenues  | EV/Revenues |
|------------------|---|-------------------------------------|------------------|-------------|---------------|-------------|
| 5/31/16          | <b>Italiaonline S.p.A.</b>                          | <b>Seat Pagine Gialle</b>           | \$490.7          | 100%        | N/A           | N/A         |
| 5/9/16           | <b>Tangent Communications</b>                       | <b>Portland Asset Mgmt.</b>         | \$16.1           | 100%        | \$37.5        | 0.4x        |
| 4/13/16          | <b>ClickADV srl</b>                                 | <b>Cerved Group Spa</b>             | \$15.9           | 70%         | \$8.8         | 2.3x        |
| 3/31/16          | <b>Grupo ABC Ltda.</b>                              | <b>DDB Worldwide Communications</b> | \$270.0          | 100%        | N/A           | N/A         |
| 3/22/16          | <b>Conversion Innovations</b>                       | <b>Propel Business Services</b>     | \$11.8           | 100%        | N/A           | N/A         |
| 3/11/16          | <b>Publitek Limited</b>                             | <b>Next Fifteen Communications</b>  | \$8.9            | 100%        | \$8.5         | 1.1x        |
| 3/9/16           | <b>Yodle, Inc.</b>                                  | <b>Web.com Group, Inc.</b>          | \$428.2          | 100%        | \$207.9       | 2.0x        |
| 2/25/16          | <b>Marketwire, L.P.</b>                             | <b>Nasdaq, Inc.</b>                 | \$108.3          | 100%        | N/A           | N/A         |
|                  | <b>Median of the 23 M&amp;A Transaction Targets</b> |                                     | <b>\$20.0</b>    | <b>100%</b> | <b>\$37.5</b> | <b>.8x</b>  |

## 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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