

# Q2: Quarterly Industry Update

AS OF June 30, 2022



## 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 June 30, 2021, the median 52-week share price return of the Social Media industry was -0.5%. Between June 30, 2021 and June 30, 2022, the median EV/EBITDA multiple decreased from 23.7 to 15.2. Furthermore, the median price-to-earnings multiple decreased from 29.0 to 20.7 over the same period. The median revenue growth and EBITDA margins for the industry for the quarter were 5.3% and 28.9%, respectively.

### Public Company Key Statistics

Median 52-Week  
Return

**-.5%**

Median 3-Year CAGR  
Return

**22.3%**

Median EV/Revenue  
Multiple

**5.0x**

Median EV/EBITDA  
Multiple

**15.2x**

Median Price/Earnings  
Multiple

**20.7x**

Median EV/Gross CF  
Multiple

**14.8x**

## Comparable Public Company Market Price Returns as of June 30, 2022

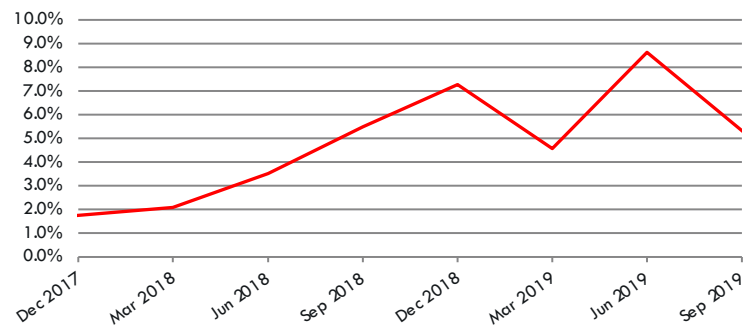
	2022	3 Month	1 Year	2 Year	3 Year	2021	2020	2019
<b>Altaba Inc.</b>	-1.5%	-1.5%	34.4%	16.6%	16.7%	32.9%	46.6%	-5.3%
<b>Baidu, Inc.</b>	6.0%	6.0%	35.9%	41.8%	15.7%	80.6%	-34.2%	24.9%
<b>Facebook, Inc.</b>	-4.7%	-4.7%	28.7%	8.1%	-1.4%	42.5%	-17.1%	28.2%
<b>Tinybeans Group Limited</b>	-9.4%	-9.4%	-48.4%	18.3%	30.9%	53.4%	34.1%	42.8%
<b>Twitter, Inc.</b>	22.2%	22.2%	144.4%	N/A	-24.2%	N/A	-35.5%	-43.6%
<b>Yelp Inc.</b>	20.8%	20.8%	30.5%	32.4%	-26.8%	47.3%	-47.4%	-20.6%
<b>Median of Industry Public Companies</b>	-0.5%	-0.5%	27.5%	44.9%	7.2%	5.9%	-25.6%	9.8%

Multiple year periods are calculated as the average annual return.

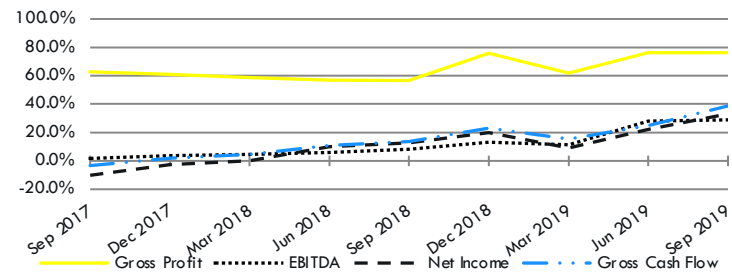
■ Highest Return    
 ■ Lowest Return    
 ■ Median Return

## Industry Revenue Growth and Profit Margins for the Past Two Years

Median Quarterly Revenue Growth of All Social Media Companies



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



## Public Company Median Multiples by Quarter

	6/30/22	3/31/22	12/31/21	9/30/21	6/30/21	3/3/21	12/30/20	9/30/20
<b>EV/Revenues Multiple</b>	5.0x	5.2x	7.4x	6.2x	5.2x	4.7x	5.0x	4.9x
<b>EV/EBITDA Multiple</b>	15.2x	16.9x	16.4x	20.3x	22.7x	22.3x	21.5x	19.8x
<b>Price/Earnings Multiple</b>	20.7x	21.6x	21.8x	26.0x	31.3x	31.3x	35.8x	33.3x
<b>EV/Gross Cash Flows Multiple</b>	14.8x	17.0x	18.5x	18.2x	26.9x	26.6x	28.6x	24.4x

■ Highest Multiple

■ Lowest Multiple

■ Median Multiple

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

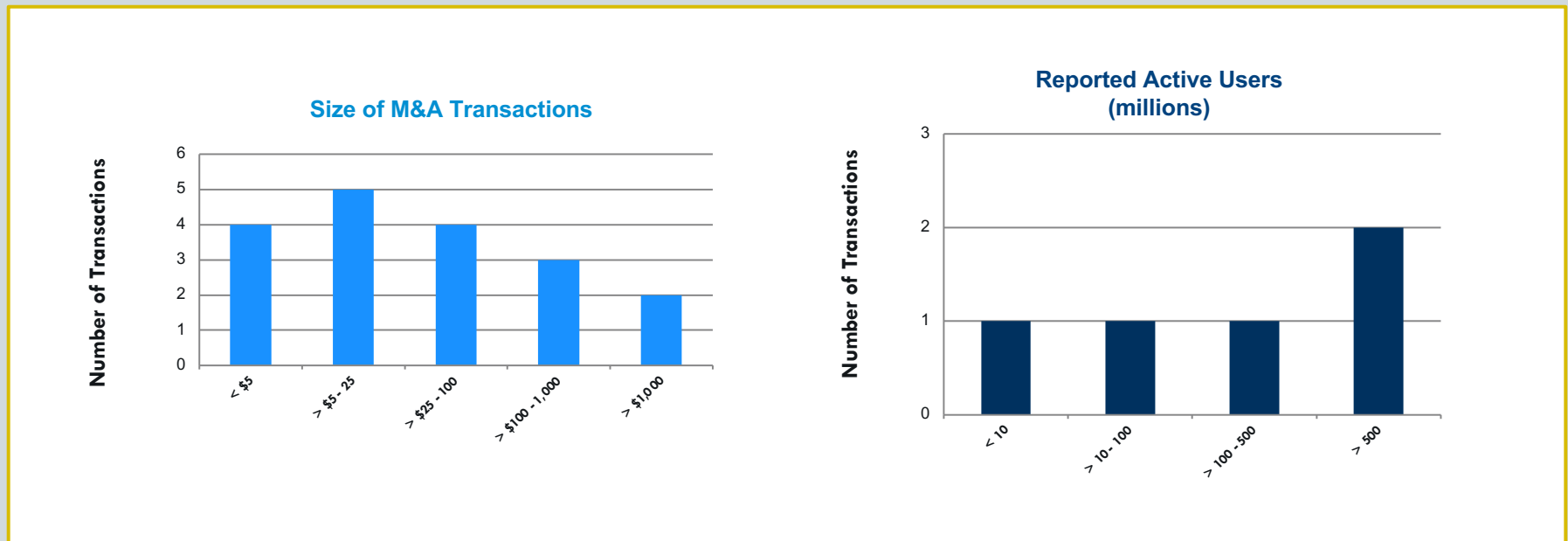
Offer Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets	Debt	LTM Revenues	LTM EBITDA	LTM Net Income	LTM Cash Flows
6/2/22	<b>Tinybeans Group Limited</b>	\$0.75	6.5	\$4.9	\$0.7	\$2.3	\$0.6	(\$0.6)	(\$0.6)	(\$0.6)
4/8/22	<b>Globalway, Inc.</b>	\$27.20	0.1	\$3.5	\$653.0	\$0.0	\$1,188.0	\$217.0	\$146.0	N/A
1/17/22	<b>Weibo Corporation</b>	\$17.00	16.8	\$285.6	\$592.8	\$263.3	\$229.9	(\$26.7)	(\$66.3)	(\$5.2)
9/27/21	<b>Everyday Health, Inc.</b>	\$14.00	7.2	\$100.1	\$192.3	\$71.3	\$155.9	\$10.6	(\$18.2)	\$17.2
11/6/14	<b>Twitter, Inc.</b>	\$26.00	70.0	\$1,820.0	\$992.8	\$185.0	\$534.5	(\$41.4)	(\$142.6)	\$36.7
5/17/12	<b>Facebook, Inc.</b>	\$38.00	421.2	\$16,006.9	\$7,184.0	\$706.0	\$4,038.0	\$2,131.0	\$974.0	\$2,493.0
3/1/12	<b>Yelp Inc.</b>	\$15.00	7.2	\$107.3	\$43.8	\$0.0	\$83.3	(\$7.1)	(\$16.7)	(\$4.0)
4/20/17	Median	nm	nm	\$107.3	\$592.8	\$71.3	\$229.9	(\$0.6)	(\$16.7)	\$8.3

## 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
5/21/22	<b>Sonr News Ltd</b>	Audioboom Group plc	\$2.4	100%	0.0	\$0.00
4/16/22	<b>Review Rank S.A.</b>	Shiji (Hong Kong) Limited	\$21.5	63%	0.0	\$0.00
11/8/21	<b>LinkedIn Corporation</b>	Microsoft Corporation	\$29,039.8	100%	467.0	\$62.18
11/1/19	<b>TigerLogic Corporation</b>	Sprinklr Inc.	\$2.4	100%	N/A	N/A
3/9/16	<b>Yodle, Inc.</b>	Web.com Group, Inc.	\$428.2	100%	N/A	N/A
11/3/15	<b>Socialware, Inc.</b>	Proofpoint, Inc.	\$9.0	100%	N/A	N/A
9/30/15	<b>IMS Internet Media</b>	Sony Pictures Television	\$100.0	51%	N/A	N/A
6/8/15	<b>Fast Web Media Ltd.</b>	Select-TV USA Holdings	\$2.8	100%	N/A	N/A
3/5/15	<b>FitStar Labs, Inc.</b>	LivePerson, Inc.	\$76.5	100%	N/A	N/A
3/1/15	<b>MyStay, Inc.</b>	Facebook, Inc.	\$20,117.0	100%	600.0	\$33.53
11/7/14	<b>Contact At Once!, LLC</b>	EFactor Group Corp.	\$28.7	100%	0.2	\$191
2/1/17	<b>Twitth Interactive</b>	Amazon.com, Inc.	\$842.0	100%	45.0	\$18.71
1/16/17	<b>Review Rank S.A.</b>	Scribble Technologies Inc.	\$10.1	100%	N/A	N/A
3/26/14	<b>Klout, Inc.</b>	Lithium Technologies Inc.	\$200.0	100%	620.0	\$0.32
2/1/17	<b>Sonr News Ltd</b>	Audioboom Group plc	\$25.1	100%	45.0	\$18.71
<b>Median of the M&amp;A Transaction Targets</b>			<b>\$2.4</b>	<b>100%</b>	<b>45.0</b>	<b>\$1900</b>

■ USA
 ■ International

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



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**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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