

Q4: Quarterly Industry Update

AS OF December 31, 2023



Social Media Industry Summary

COGENT VALUATION identified **Social Media** publicly traded companies, IPOs, and recent M&A transactions within the Social Media Industry¹, 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, 2022, the median 52-week share price return of the Social Media industry decreased from 30.1% to 27.5%, and the median YTD increased from 21.2% to 22.3%. Between December 31, 2022 and December 31, 2023, the median EV/Revenue multiple decreased from 9.8 to 5 and the median EV/EBITDA multiple decreased from 30.2 to 15.2. The median price/earnings multiple increased from 14.4 to 20.7 and the median EV/Gross Profit multiple decreased from 22.3 to 14.8 over the same period. The median Price/Earnings increased from 2.3% to 5.3%. The median Price/Revenue multiple increased from 22% to 28.9% over the same period. ¹[Click here for a discussion and primer on AI.](#)

Public Company Key Statistics

Median 52-Week Return	Median YTD Return	Median EV/Revenue Multiple	Median EV/EBITDA Multiple
27.5%	22.3%	5x	15.2x
Median Price/Earnings Multiple	Median EV/Gross Profit Multiple	Median MVIC/Earnings Multiple	Median Price/Revenue Multiple
20.7x	14.8x	5.3x	28.9x

Public Company Median Multiples by Quarter

	12/31/23	9/30/23	6/30/23	3/31/23	12/31/22	9/30/22	6/30/22	3/31/22
Median EV/Revenue Multiple	5x	2.2x	3.4x	2.7x	3.1x	3.2x	2.9x	3.0x
Median EV/EBITDA Multiple	15.2x	28.0x	17.6x	13.4x	13.6x	13.6x	19.4x	10.7x
Median Price/Earnings Multiple	20x	30.9x	20.3x	21.2x	20.8x	19.7x	17.9x	17.7x
Median EV/Gross Profit Multiple	14.8x	22.2x	21.3x	23.6x	24.5x	13.3x	11.4x	25.0x
Median MVIC/Earnings Multiple	5.3x	11.6x	12.3x	13.7x	14.4x	15.5x	12.2x	13.2x
Median Price/ Revenue Multiple	28.9x	3.2x	3.4x	2.7x	10.6x	2.5x	3.2x	3.2x

■ Highest Multiple
 ■ Median Multiple
 ■ Lowest Multiple

Comparable Public Company Market Price Returns as of December 31, 2023

	2023	1 Year	2 Year	3 Year	2022	2021	2020
Altaba Inc.	-1.5%	34.4%	16.6%	16.7%	32.9%	46.6%	-5.3%
Baidu, Inc.	6.0%	35.9%	41.8%	15.7%	80.6%	-34.2%	24.9%
Facebook, Inc.	-4.7%	28.7%	8.1%	-1.4%	42.5%	-17.1%	28.2%
Tinybeans Group Limited	-9.4%	-48.4%	18.3%	30.9%	53.4%	34.1%	42.8%
Twitter, Inc.	22.3%	144.4%	N/A	-24.2%	N/A	-35.5%	-43.6%
Yelp Inc.	20.8%	30.5%	32.4%	-26.8%	47.3%	-47.4%	-20.6%
Median of Industry Public Companies	22.3%	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 Initial Public Offerings—Social Media (dollars in millions, except share prices)

Effective Date	Company Name	Offer Price	Shares Offered	Amount Raised	Total Assets ¹	Debt ¹	LTM Revenue ¹	LTM EBITDA ¹	LTM Net Income ¹	LTM Cash Flows ¹
11/2/23	Tinybeans Group Limited	\$0.75	6.5	\$4.9	\$0.7	\$2.3	\$0.6	(\$0.6)	(\$0.6)	(\$0.6)
10/8/23	Globalway, Inc.	\$27.20	0.1	\$3.5	\$653.0	\$0.0	\$1,188.0	\$217.0	\$146.0	N/A
3/17/23	Weibo Corporation	\$17.00	16.8	\$285.6	\$592.8	\$263.3	\$229.9	(\$26.7)	(\$66.3)	(\$5.2)
11/27/22	Everyday Health, Inc.	\$14.00	7.2	\$100.1	\$192.3	\$71.3	\$155.9	\$10.6	(\$18.2)	\$17.2
11/6/22	Twitter, Inc.	\$26.00	70.0	\$1,820.0	\$992.8	\$185.0	\$534.5	(\$41.4)	(\$142.6)	\$36.7
2/17/22	Facebook, Inc.	\$38.00	421.2	\$16,006.9	\$7,184.0	\$706.0	\$4,038.0	\$2,131.0	\$974.0	\$2,493.0
3/1/22	Yelp Inc.	\$15.00	7.2	\$107.3	\$43.8	\$0.0	\$83.3	(\$7.1)	(\$16.7)	(\$4.0)
Q20/17	Median	nm	nm	\$107.3	\$592.8	\$71.3	\$229.9	(\$0.6)	(\$16.7)	\$8.3

[1] As of the effective date of the IPO

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues ¹	EV/ Revenues ¹
12/2/23	Sonr News Ltd	Audioboom Group plc	\$2.4	100%	\$6.2	9.4x
11/1/23	Review Rank S.A.	Shiji (Hong Kong) Limited	\$21.5	100%	\$591	1.0x
9/20/23	LinkedIn Corporation	Microsoft Corporation	\$29,039.8	100%	\$38.3	0.6x
8/26/23	TigerLogic Corporation	Sprinklr Inc.	\$2.4	80%	\$447.3	4.3x
2/28/23	Yodle, Inc.	Web.com Group, Inc.	\$428.2	100%	\$123.0	4.2x
1/1/23	Socialware, Inc.	Proofpoint, Inc.	\$9.0	100%	\$23.2	1.5x
9/21/23	IMS Internet Media	Sony Pictures Television	\$100.0	75%	\$26.2	9.4x
11/10/22	Fast Web Media Ltd.	MoPowered Group	\$2.5	100%	\$561.2	5.3x
11/4/22	FitStar Labs, Inc.	Fitbit Inc.	\$32.8	97%	\$17.4	1.4x

[1] As of the close of the Transaction

■ USA ■ International

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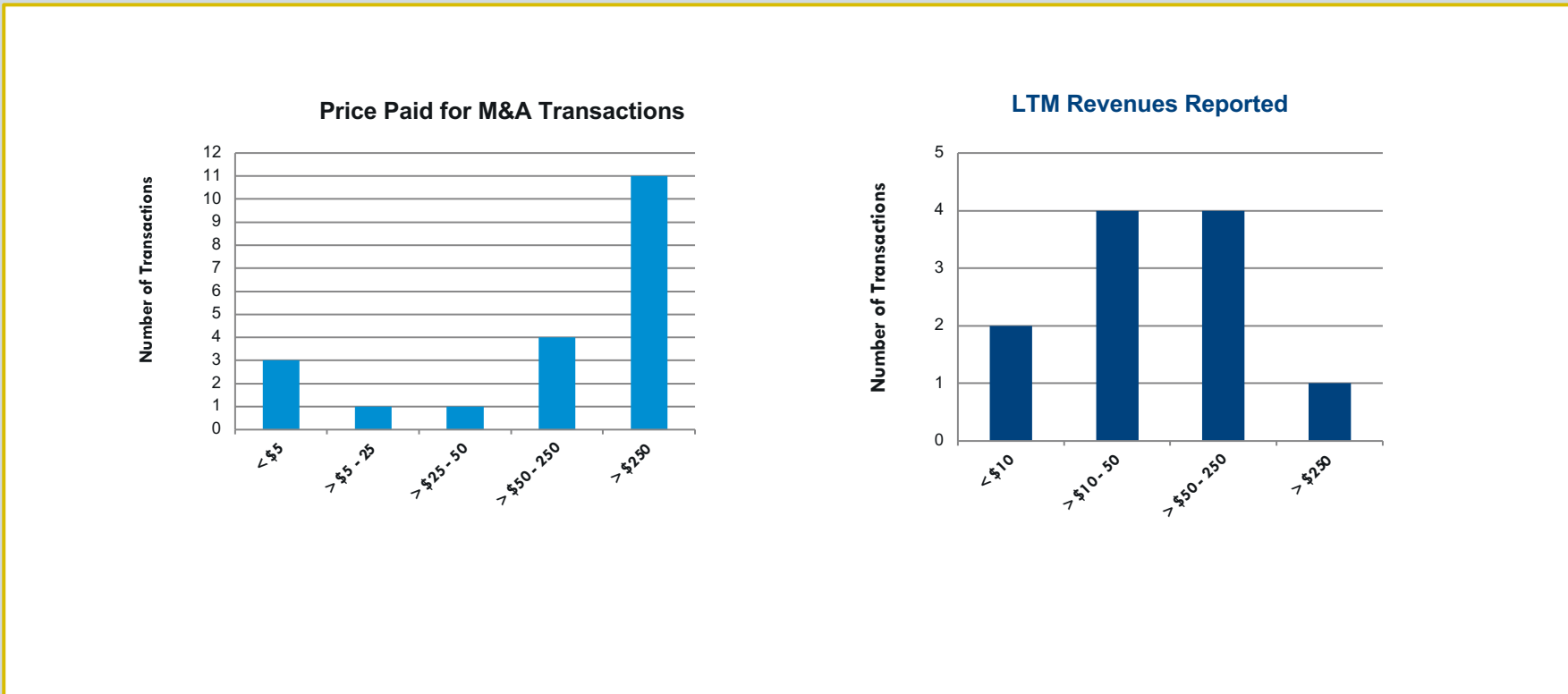
Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues ¹	EV/ Revenues ¹
9/21/22	Sonr News Ltd	Audioboom Group plc	\$2.4	100%	\$5.4	1.8x
6/1/22	Review Rank S.A.	Shiji (Hong Kong) Limited	\$21.5	63%	\$100.0	1.4x
2/8/22	LinkedIn Corporation	Microsoft Corporation	\$29,039.8	100%	467.0	4.2x
1/1/22	TigerLogic Corporation	Sprinklr Inc.	\$2.4	100%	\$50.0	0.3x
11/9/21	Yodle, Inc.	Web.com Group, Inc.	\$428.2	100%	\$16.5	7.5x
11/3/21	Socialware, Inc.	Proofpoint, Inc.	\$9.0	100%	\$136.3	4.5x
9/30/21	IMS Internet Media	Sony Pictures Television	\$100.0	51%	\$60.0	6.3x
6/8/21	Fast Web Media Ltd.	Select-TV USA Holdings	\$2.8	100%	\$138.1	5.3x
3/5/21	FitStar Labs, Inc.	LivePerson, Inc.	\$76.5	100%	\$9.1	1.8x
3/1/21	MyStay, Inc.	Facebook, Inc.	\$20,117.0	100%	\$35.9	1.4x
11/7/20	Contact At Once!, LLC	EFactor Group Corp.	\$28.7	100%	\$138.1	5.2x
8/1/20	Twith Interactive	Amazon.com, Inc.	\$842.0	100%	45.0	3.5x
7/16/20	Review Rank S.A.	Scribble Technologies Inc.	\$10.1	100%	N/A	N/A
Median of the M&A Transaction Targets			\$2.4	100%	45.0	1.0x

[1] As of the close of the Transaction

■ USA ■ International

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): 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.

Market Value of Invested Capital (MVIC): Market Value of Equity + Market Value of Debt

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