

Q1: Quarterly Industry Update

AS OF March 31, 2024



Predictive Analysis Industry Summary

COGENT VALUATION identified **Predictive Analytics** publicly traded companies, IPOs, and recent M&A transactions within the Predictive 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 March 31, 2023, the median 52-week share price return of the Predictive Analytics industry decreased from 44.1% to 36.5%, and the median YTD return increased from 12.4% to 19.4%. Between March 31, 2023 and March 31, 2024, the median EV/Revenue multiple decreased from 1.8 to .7 and the median EV/EBITDA multiple decreased from 33.2 to 22.6. The median price-to-earnings multiple increased from 35.4 to 44.3 and the median EV/Gross profit multiple decreased from 52.3 to 41.4 over the same period. The median MVIC/Earnings multiple decreased from 4.2 to 2.2. The median Price/Revenue multiple increased from 9.4 to 11 over the same period.

Public Company Key Statistics

| | | | |
|--------------------------------|---------------------------------|-------------------------------|-------------------------------|
| Median 52-Week Return | Median YTD Return | Median EV/Revenue Multiple | Median EV/EBITDA Multiple |
| 36.5% | 19.4% | 4.2x | 22.6x |
| Median Price/Earnings Multiple | Median EV/Gross Profit Multiple | Median MVIC/Earnings Multiple | Median Price/Revenue Multiple |
| 44.3x | 41.4x | 2.2x | 11.9x |

Public Company Median Multiples by Quarter

| | 3/31/24 | 12/31/23 | 9/30/23 | 6/30/23 | 3/31/23 | 12/31/22 | 9/30/22 | 6/30/22 |
|--|---------|----------|---------|---------|---------|----------|---------|---------|
| Median EV/Revenue Multiple | 4.2x | 3.2x | 3.4x | 2.7x | 3.1x | 3.2x | 2.9x | 3.0x |
| Median EV/EBITDA Multiple | 22.6x | 28.0x | 17.6x | 13.4x | 14.6x | 14.6x | 19.4x | 10.7x |
| Median Price/Earnings Multiple | 44.3x | 30.9x | 20.3x | 21.2x | 20.8x | 19.7x | 17.9x | 17.7x |
| Median EV/Gross Profit Multiple | 41.4x | 22.2x | 21.3x | 23.6x | 24.5x | 23.3x | 20.4x | 25.0x |
| Median MVIC/Earnings Multiple | 2.2x | 1.6x | 2.7x | 3.7x | 5.4x | 3.5x | 2.2x | 3.2x |
| Median Price/ Revenue Multiple | 11.9x | 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 March 31, 2024

| Company Name | Q1 2024 | 12-months 2023 | Two Year ¹ | Three Year ¹ | 2022 | 2021 | 2020 |
|--|--------------|----------------|-----------------------|-------------------------|--------------|---------------|--------------|
| Brightcove Inc. | -17.6% | -20.2% | 14.8% | 2.8% | 28.1% | 3.2% | -45.2% |
| Fair Isaac Corporation | -2.1% | -21.9% | 7.0% | -11.8% | 29.8% | -20.3% | -45.0% |
| MicroStrategy Incorporated | -15.5% | 11.5% | -16.8% | -9.8% | -23.3% | -11.4% | 62.3% |
| NetScout Systems, Inc. | 10.6% | 31.3% | 27.5% | 28.5% | 26.6% | 30.3% | 15.1% |
| NICE Ltd. | -1.8% | -31.3% | -14.4% | -33.5% | 10.1% | 10.4% | 30.7% |
| Open Text Corporation | -13.5% | -30.6% | -0.4% | -3.3% | 2.6% | -16.0% | 23.5% |
| Pegasystems Inc. | 1.0% | 39.1% | 26.6% | 35.2% | 18.4% | 13.9% | 23.4% |
| PROS Holdings, Inc. | -2.4% | 2.3% | 22.0% | 15.4% | 29.0% | -17.7% | 26.7% |
| Verint Systems Inc. | 28.6% | 38.3% | 30.9% | 31.0% | 30.9% | 32.4% | -15.5% |
| Median of Industry Public Companies | 19.4% | 36.5% | 7.1% | 22.9% | 18.4% | -11.4% | 23.4% |

[1] Calculated as the average annual return.

■ Highest Return
 ■ Lowest Return
 ■ Median Return

Industry Initial Public Offerings—Predictive Analytics (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 |
|---------------------------|--------------------------------|-------------|----------------|---------------|---------------------------|-------------------|--------------------------|-------------------------|-----------------------------|-----------------------------|
| 1/23/24 | TransUnion | \$22.50 | 29.5 | \$664.8 | \$4,614.3 | \$2,976.4 | \$1,354.4 | \$398.9 | (\$4.4) | \$629.4 |
| 1/17/24 | Brightcove Inc. | \$11.00 | 5.0 | \$55.0 | \$47.3 | \$7.0 | \$63.6 | (\$14.0) | (\$17.6) | (\$11.9) |
| 12/27/23 | PROS Holdings, Inc. | \$11.00 | 6.8 | \$75.1 | \$25.7 | \$20.0 | \$49.9 | \$9.5 | \$8.3 | \$10.7 |
| 11/26/22 | comScore, Inc. | \$16.50 | 5.3 | \$87.5 | \$45.5 | \$3.3 | \$70.0 | \$11.4 | \$7.1 | \$14.4 |
| 12/12/21 | Guidance Software, Inc. | \$11.50 | 5.0 | \$57.5 | \$26.6 | \$2.0 | \$51.2 | (\$0.3) | (\$1.8) | \$1.4 |
| 11/10/21 | IHS Markit Ltd. | \$16.00 | 14.5 | \$232.2 | \$743.0 | \$0.3 | \$468.5 | \$63.5 | \$52.4 | \$73.6 |
| Median of all IPOs | | nm | 5.6 | \$81.3 | \$46.4 | \$5.2 | \$66.8 | \$3.1 | \$2.7 | \$12.6 |

Multiple year periods are calculated as the average annual return.

■ Highest Return
 ■ Lowest Return
 ■ Median Return

[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 |
|------------------|---------------------------------|-----------------------------------|------------------|----------|---------------------------|---------------------------|
| 3/20/24 | Datamyx LLC | The Descartes Systems | \$106.6 | 100% | \$6.2 | 9.4x |
| 1/26/24 | Unruly Group Limited | Enhouse Systems Limited | \$17.3 | 100% | \$2,691 | 1.0x |
| 11/4/23 | 1010data, Inc. | Deluxe Corp. | \$160.0 | 100% | \$58.3 | 0.6x |
| 4/12/23 | Applied Predictive Tech. | News Corp UK & Ireland | \$176.8 | 80% | \$367.3 | 4.3x |
| 10/16/22 | ColdLight Solutions, LLC | Advance Communication | \$500.0 | 100% | \$93.0 | 4.2x |
| 9/2/22 | Prelytix, LLC | MasterCard Inc. | \$600.0 | 100% | \$43.2 | 1.5x |
| 8/23/22 | Evolv, Inc. | PTC Inc. | \$103.8 | 75% | \$6.2 | 9.4x |
| 7/2/22 | QuantiSense, Inc. | Market Resource Partners | \$20.0 | 100% | \$491.2 | 5.3x |
| 6/2/22 | KnowledgeAdvisors, Inc. | Cornerstone OnDemand | \$127.6 | 97% | \$21.4 | 1.4x |

[1] As of the close of the Transaction

■ USA ■ International

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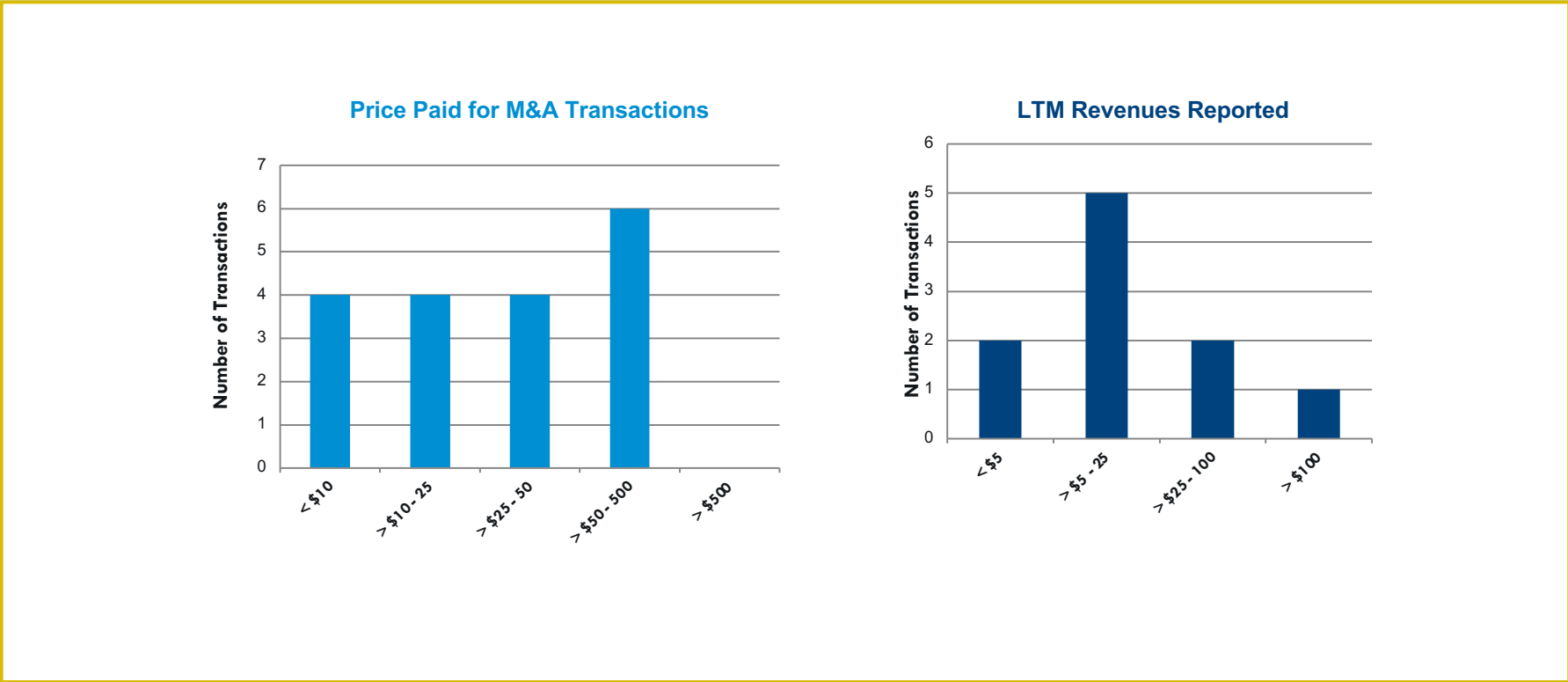
Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

| Transaction Date | Target | Acquirer | Transaction Size | % Bought | LTM Revenues ¹ | EV/ Revenues ₁ |
|---------------------------------------|--------------------------------|-----------------------------|------------------|----------|---------------------------|---------------------------|
| 5/20/22 | Angoss Software Corp. | Datawatch Corporation | \$32.7 | 100% | \$10.2 | 2.8x |
| 5/6/22 | automotiveMastermind, Inc. | IHS Markit Ltd. | \$435.0 | 100% | \$37.3 | 5.1x |
| 4/14/22 | MacroPoint, LLC | The Descartes Systems | \$106.6 | 100% | \$93.0 | 5.4x |
| 4/12/22 | Tollgrade Communications, Inc. | Enghouse Systems Limited | \$17.3 | 100% | \$43.2 | 1.4x |
| 10/16/22 | Datamyx LLC | Deluxe Corp. | \$160.0 | 100% | \$6.2 | 5.3x |
| 9/2/21 | Unruly Group Limited | News Corp UK & Ireland | \$176.8 | 100% | \$91.2 | 1.4x |
| 6/1/21 | 1010data, Inc. | Advance Communication | \$500.0 | 100% | \$2.0 | 10.0x |
| 2/20/21 | Evolv, Inc. | PTC Inc. | \$600.0 | 100% | \$6.1 | 7.3x |
| 12/26/21 | QuantiSense, Inc. | Market Resource Partners | \$20.0 | 100% | \$18.1 | 7.4x |
| 11/28/20 | KnowledgeAdvisors, Inc. | Corporate Executive Board | \$45.0 | 100% | \$9.1 | 2.4x |
| 9/5/20 | Rationalwave, Inc. | Bottomline Technologies | \$8.0 | 100% | \$35.9 | 3.4x |
| 5/6/20 | Scout Analytics, Inc. | ServiceSource International | \$32.5 | 100% | \$5.4 | 6.0x |
| Median of the M&A Transaction Targets | | | \$33.2 | 100% | \$7.0 | 5.5x |

■ USA ■ International

[1] As of the close of the Transaction

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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