

Q4: Quarterly Industry Update

AS OF December 31, 2024



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 March 31, 2023, the median 52-week share price return of the Digital Marketing industry and the median YTD return was 7.4%. Between March 31, 2023 and December 31, 2024, the median EV/Revenue multiple decreased from 5.6 to 2.2 and the median EV/EBITDA multiple decreased from 13.8 to 8.7. The median price-to-earnings multiple increased from 11.5 to 14.3 and the median EV/Gross Profit multiple decreased from 26.7 to 14.2 over the same period. The median MVIC/Earnings multiple increased from .2 to .32. The median price/revenue multiple increased from 3 to 6 over the same period.

Public Company Key Statistics

Median 52-Week Return	Median YTD Return	Median EV/Revenue Multiple	Median EV/EBITDA Multiple
7.4%	7.4%	2.1x	8.6x
Median Price/Earnings Multiple	Median EV/Gross Profit Multiple	Median MVIC/Earnings Multiple	Median Price/Revenue Multiple
14.2x	14.3x	.32x	6x

Public Company Median Multiples by Quarter

	12/31/24	9/30/24	6/30/24	3/31/24	12/31/23	9/30/23	6/30/23	3/31/23
Median EV/Revenue Multiple	2.7x	3.2x	3.4x	1.7x	3.1x	3.2x	2.9x	3.0x
Median EV/EBITDA Multiple	8.6x	18.0x	17.6x	13.4x	14.6x	14.6x	19.4x	10.7x
Median Price/Earnings Multiple	11.9x	30.1x	20.3x	21.2x	20.8x	19.7x	17.9x	17.7x
Median EV/Gross Profit Multiple	11.6x	22.1x	21.3x	23.6x	24.5x	13.3x	20.4x	25.9x
Median MVIC/Earnings Multiple	1.9x	11.6x	12.7x	13.7x	15.4x	16.5x	12.1x	13.2x
Median Price/ Revenue Multiple	23.1x	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, 2024

Company Name	Q4 2024	12-months 2024	Two Year ¹	Three Year ¹	2023	2022	2021
Alliance Data Systems Corporation	-6.8%	-20.2%	14.8%	2.8%	28.1%	3.2%	-45.2%
Bitauto Holdings Limited	-27.7%	-14.5%	-4.3%	10.9%	-17.4%	-3.3%	8.8%
Bridgeline Digital, Inc.	-59.6%	-17.4%	6.0%	67.9%	-33.0%	-59.8%	120.3%
CDK Global, Inc.	-1%	-50.6%	-32.6%	-24.4%	-40.0%	-53.0%	-57.1%
ChannelAdvisor Corporation	-38.3%	-2.6%	22.5%	19.4%	25.7%	16.5%	N/A
Criteo S.A.	-11.9%	-18.4%	-19.4%	-37.3%	3.6%	-35.8%	-48.3%
GoDaddy Inc.	65.9%	48.3%	-18.9%	-36.6%	3.7%	-2.0%	18.2%
Harte Hanks, Inc.	-24.8%	62.1%	25.2%	43.9%	9.0%	N/A	N/A
HubSpot, Inc.	70.8%	-37.2%	-45.9%	-37.2%	-53.4%	-58.1%	-1.0%
MDC Partners Inc.	-57.4%	88.1%	25.3%	98.1%	-16.5%	67.4%	N/A
Omnicom Group Inc.	-6.6%	-33.4%	-33.9%	-33.4%	-34.4%	-57.7%	-17.4%
Median of Industry Public Companies	-1.0%	7.4%	11.7%	48.9%	28.1%	3.2%	-10.9%

[1] Calculated as the average annual return.

Industry Initial Public Offerings—Industry: Digital Marketing (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
10/15/24	Guidewire Software, Inc.	\$10.00	13.0	\$195.0	\$151.2	\$19.1	\$143.0	(\$27.7)	(\$41.9)	(\$27.7)
10/15/24	LQR House Inc.	\$15.00	20.4	\$264.9	\$733.2	\$348.4	\$98.1	\$103.6	\$19.7	\$144.3
3/22/24	Sungold Media and Entertainment Limited	\$0.14	0.5	\$1.3	\$4.3	\$0.0	N/A	(\$0.2)	\$0.8	\$0.0
1/3/24	HWH International Corp.	\$0.30	1.3	\$1.4	N/A	N/A	\$0.0	N/A	N/A	N/A
11/9/23	Ayima Group AB (publ)	\$2.37	20.5	\$460.0	\$3,264.8	\$1,437.6	\$13.4	\$100.1	(\$143.3)	\$155.5
3/2/23	The Marketing Group Plc	\$1.12	5.0	\$125.0	\$52.1	\$5.2	N/A	(\$34.8)	(\$35.7)	(\$32.7)
12/3/22	GoDaddy Inc.	\$20.00	8.3	\$91.7	\$941.9	\$653.5	N/A	\$79.6	\$8.4	\$94.4
3/27/22	HubSpot, Inc.	\$25.00	7.2	\$100.1	\$192.3	\$71.3	\$155.9	\$10.6	(\$18.2)	\$17.2
10/29/21	Townsquare Media, Inc.	\$11.00	8.1	\$250.6	\$217.6	\$17.7	\$534.1	\$18.5	(\$10.1)	\$30.1
9/19/21	Everyday Health, Inc.	\$14.00	4.0	\$116.0	\$99.8	\$21.9	\$159.6	(\$12.4)	(\$19.8)	(\$10.2)
5/22/21	Criteo S.A.	\$31.00	5.8	\$80.5	\$48.7	\$13.0	\$56.3	(\$2.1)	(\$6.8)	(\$0.0)
	Median of all IPOs	\$11.00	7.2	\$116.00	\$192.30	\$21.90	\$157.75	\$10.60	(\$18.20)	\$17.20

[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
11/20/24	Galaxy Digital Holdings	First Coin Capital Corp	\$50.0	100.0%	\$94.00	7.41x
11/18/24	Extensis, Inc.	DiamondSoft Inc	\$14.3	100%	\$19.27	9.4x
10/17/24	Creative Realities, Inc.	Reflect Systems, Inc.	\$51.5	100%	\$30.43	13.8x
1/21/24	Aestra Limited	Abbott Laboratories	\$550.0	100%	\$6.2	9.4x
1/9/24	All Rise Media AB	Harvard Bioscience Inc.	\$2.1	100%	\$2,691	1.0x
1/17/23	Eleven Inc.	Teva Pharmaceutical Industries Limited	\$280.6	100%	\$58.3	0.6x
11/10/22	XCOM Media Pty Ltd	Ergoresearch Ltd.	\$3.0	80%	\$367.3	4.3x
8/7/22	Marketo, Inc.	Samsung Electronics	\$153.7	100%	\$93.0	4.2x
7/11/22	VIXIA INC.	Stryker Corporation	\$135.0	100%	\$43.2	1.5x

[1] As of the close of the Transaction

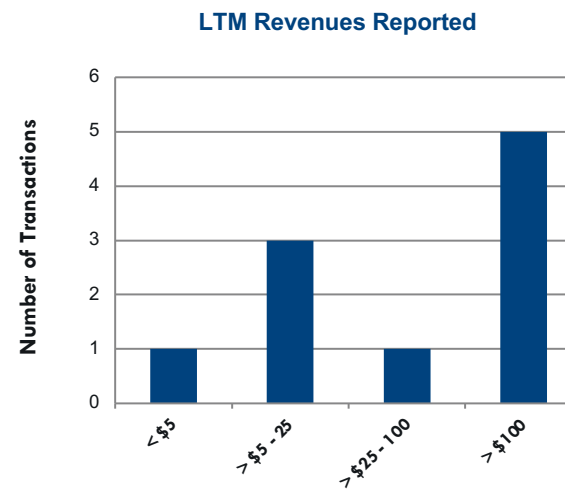
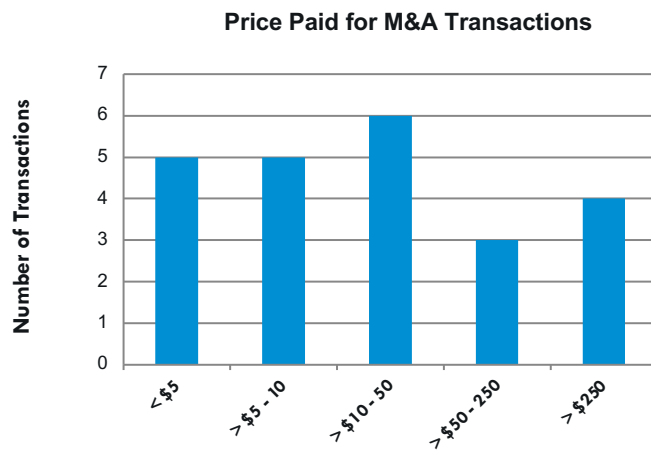
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Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues ¹	EV/ Revenues ¹
6/19/22	Dealer Inspire, Inc.	Zynex NeuroDiagnostic	\$0.8	75%	\$6.2	9.4x
5/21/22	Azimut SAS	Royal Unibrew A/S	\$19.0	100%	\$491.2	5.3x
4/4/22	3D Discovery Co. Limited	Jilin Forest Industry Co.	\$127.6	97%	\$21.4	1.4x
9/21/22	VIXIA INC.	OpenDNA Limited	\$1.3	100%	N/A	N/A
6/19/22	EPIserver AB	Upland Software, Inc.	\$60.2	100%	N/A	N/A
1/17/22	The Digital Agency Private Limited	Knowit AB (publ)	\$0.5	75%	\$1.3	1.8x
11/10/22	Substantially All of the Assets of LeaseLabs Inc.	Vista Equity Partners	\$80.0	100%	\$41.0	0.8x
8/7/21	Asia Pacific Digital Limited	OtherLevels Holdings Limited	\$1.5	100%	\$3.7	N/A
7/11/21	Gyrosity Projects, LLC	Adobe Systems Incorporated (nka:Adobe Inc.)	\$4,750.0	72%	\$34.7	0.7x
6/19/21	Callcredit Information Group	Nadia Inc.	\$0.7	100%	\$6.7	1.8x
6/5/21	VERTIKOM GmbH	Insight Venture Partners LLC	\$1,160.0	100%	\$0.2	N/A
4/9/21	The Social Science Pty Ltd	Noble Infotech Applications Private Limited	\$0.7	100%	\$0.1	N/A

[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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