

# Q4: Quarterly Industry Update

AS OF December 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 December 31, 2023, the median 52-week share price return of the Predictive Analytics industry was 24.3% and the median YTD return was 24.3%. Between December 31, 2023 and December 31, 2024, the median EV/Revenue multiple decreased from 1.8 to .7 and the median EV/EBITDA multiple decreased from 33.2 to 21.6. The median price-to-earnings multiple increased from 35.4 to 32.1 and the median EV/Gross profit multiple decreased from 52.3 to 33.2 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
24.3%	24.3%	4.2x	21.6x
Median Price/Earnings Multiple	Median EV/Gross Profit Multiple	Median MVIC/Earnings Multiple	Median Price/Revenue Multiple
32.1x	33.2x	2.2x	11.5x

## 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
<b>Median EV/Revenue Multiple</b>	4.2x	3.2x	3.4x	2.7x	3.1x	3.2x	2.9x	3.0x
<b>Median EV/EBITDA Multiple</b>	21.6x	28.0x	17.6x	13.4x	14.6x	14.6x	19.2x	10.7x
<b>Median Price/Earnings Multiple</b>	32.1x	30.9x	20.3x	21.2x	20.8x	19.7x	17.9x	17.7x
<b>Median EV/Gross Profit Multiple</b>	33.2x	22.2x	21.3x	23.6x	24.5x	23.3x	20.4x	25.0x
<b>Median MVIC/Earnings Multiple</b>	2.2x	1.6x	2.7x	3.7x	5.4x	3.5x	2.2x	3.2x
<b>Median Price/ Revenue Multiple</b>	11.5x	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 <sup>1</sup>	Three Year <sup>1</sup>	2024	2023	2022
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%
<b>Median of Industry Public Companies</b>	<b>19.2%</b>	<b>24.3%</b>	<b>7.1%</b>	<b>22.9%</b>	<b>18.4%</b>	<b>-11.4%</b>	<b>23.4%</b>

[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 <sup>1</sup>	Debt <sup>1</sup>	LTM Revenue <sup>1</sup>	LTM EBITDA <sup>1</sup>	LTM Net Income <sup>1</sup>	LTM Cash Flows <sup>1</sup>
1/23/24	<b>TransUnion</b>	\$22.50	29.5	\$664.8	\$4,614.3	\$2,976.4	\$1,354.4	\$398.9	(\$4.4)	\$629.4
1/17/24	<b>Brightcove Inc.</b>	\$11.00	5.0	\$55.0	\$47.3	\$7.0	\$63.6	(\$14.0)	(\$17.6)	(\$11.5)
12/27/23	<b>PROS Holdings, Inc.</b>	\$11.00	6.8	\$75.1	\$25.7	\$20.0	\$49.9	\$9.5	\$8.3	\$10.7
11/26/22	<b>comScore, Inc.</b>	\$16.50	5.3	\$87.5	\$45.5	\$3.3	\$70.0	\$11.4	\$7.1	\$14.4
12/12/21	<b>Guidance Software, Inc.</b>	\$11.50	5.0	\$57.5	\$26.6	\$2.0	\$51.2	(\$0.3)	(\$1.8)	\$1.4
11/10/21	<b>IHS Markit Ltd.</b>	\$16.00	14.5	\$232.2	\$743.0	\$0.3	\$468.5	\$63.5	\$52.4	\$73.6
	<b>Median of all IPOs</b>	<b>nm</b>	<b>5.6</b>	<b>\$81.3</b>	<b>\$46.4</b>	<b>\$5.2</b>	<b>\$66.8</b>	<b>\$3.1</b>	<b>\$2.7</b>	<b>\$12.6</b>

[1] As of the effective date of the IPO

*Multiple year periods are calculated as the average annual return.*

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

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues <sup>1</sup>	EV/ Revenues <sup>1</sup>
3/20/24	<b>Datamyx LLC</b>	<b>The Descartes Systems</b>	\$106.6	100%	\$6.2	9.4x
1/26/24	<b>Unruly Group Limited</b>	<b>Enghouse Systems Limited</b>	\$17.3	100%	\$2,691	1.0x
11/4/23	<b>1010data, Inc.</b>	<b>Deluxe Corp.</b>	\$160.0	100%	\$58.3	0.6x
4/12/23	<b>Applied Predictive Tech.</b>	<b>News Corp UK &amp; Ireland</b>	\$176.8	80%	\$367.3	4.3x
10/16/22	<b>ColdLight Solutions, LLC</b>	<b>Advance Communication</b>	\$500.0	100%	\$93.0	4.2x
9/2/22	<b>Prelytix, LLC</b>	<b>MasterCard Inc.</b>	\$600.0	100%	\$43.2	1.5x

[1] As of the close of the Transaction

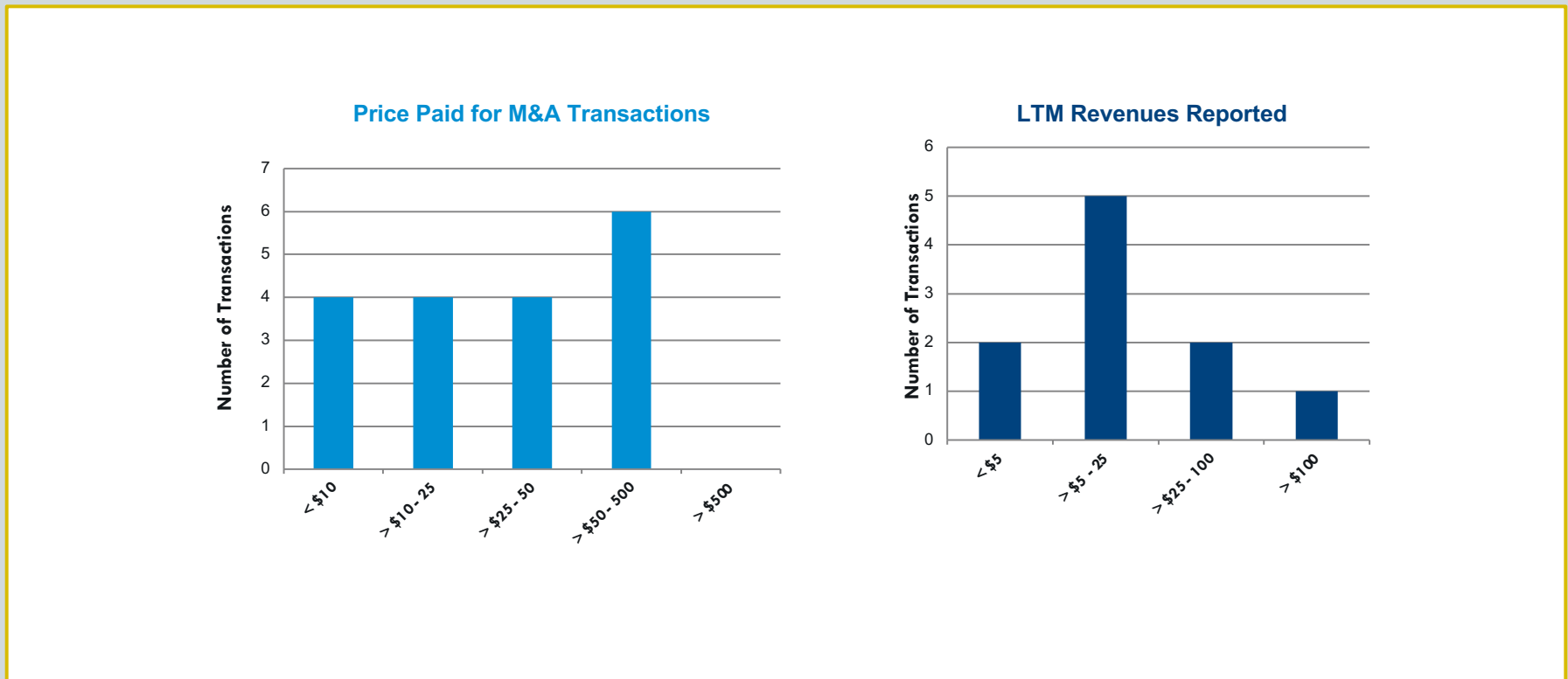
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## Size of Recent Merger and Acquisition Transactions for a Majority Stake (dollars in millions)

Transaction Date	Target	Acquirer	Transaction Size	% Bought	LTM Revenues <sup>1</sup>	EV/ Revenues <sup>1</sup>
8/23/22	<b>Evolv, Inc.</b>	<b>PTC Inc.</b>	\$103.8	75%	\$6.2	9.4x
7/2/22	<b>QuantiSense, Inc.</b>	<b>Market Resource Partners</b>	\$20.0	100%	\$491.2	5.3x
6/2/22	<b>KnowledgeAdvisors, Inc.</b>	<b>Cornerstone OnDemand</b>	\$127.6	97%	\$21.4	1.4x
5/20/22	<b>Angoss Software Corp.</b>	<b>Datawatch Corporation</b>	\$32.7	100%	\$10.2	2.8x
5/6/22	<b>automotiveMastermind, Inc.</b>	<b>IHS Markit Ltd.</b>	\$435.0	100%	\$37.3	5.1x
4/14/22	<b>MacroPoint, LLC</b>	<b>The Descartes Systems</b>	\$106.6	100%	\$93.0	5.4x
4/12/22	<b>Tollgrade Communications, Inc.</b>	<b>Enghouse Systems Limited</b>	\$17.3	100%	\$43.2	1.4x
10/16/22	<b>Datamyx LLC</b>	<b>Deluxe Corp.</b>	\$160.0	100%	\$6.2	5.3x
9/2/21	<b>Unruly Group Limited</b>	<b>News Corp UK &amp; Ireland</b>	\$176.8	100%	\$91.2	1.4x
6/1/21	<b>1010data, Inc.</b>	<b>Advance Communication</b>	\$500.0	100%	\$2.0	10.0x
2/20/21	<b>Evolv, Inc.</b>	<b>PTC Inc.</b>	\$600.0	100%	\$6.1	7.3x
12/26/21	<b>QuantiSense, Inc.</b>	<b>Market Resource Partners</b>	\$20.0	100%	\$18.1	7.4x
<b>Median of the M&amp;A Transaction Targets</b>			<b>\$33.2</b>	<b>100%</b>	<b>\$7.0</b>	<b>5.5x</b>

[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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