

FOUNDERS

ADVISORS

Marketing Technology and Services

Market Update | November 2023

I. Market Snapshot | *M&A Activity, Public Market Trends, and Active Market Participants*

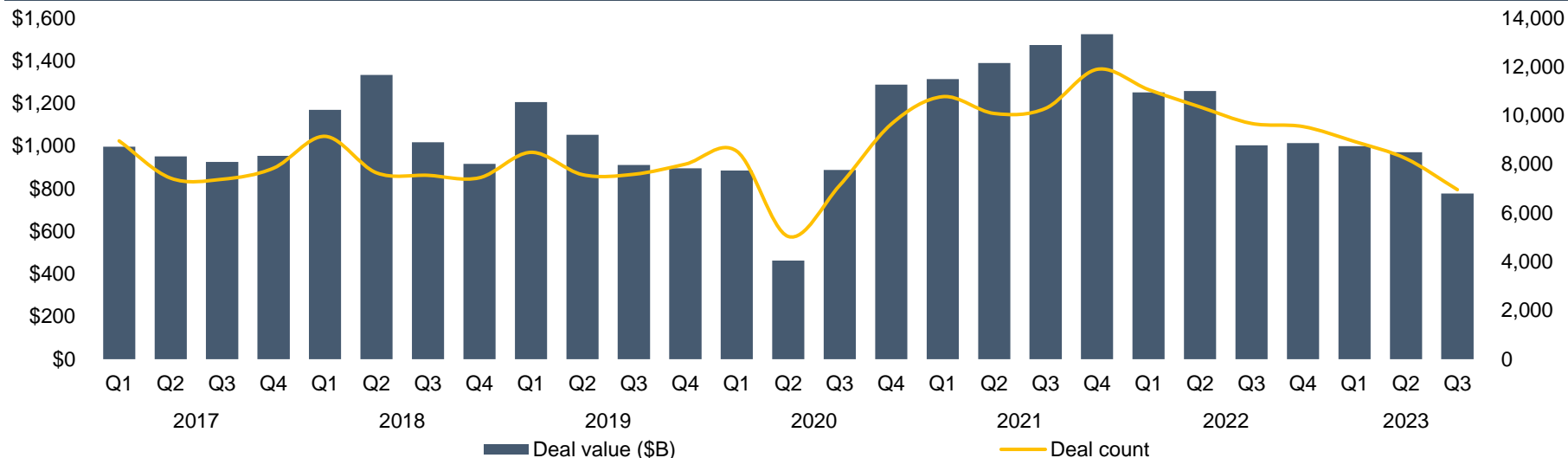
II. Entrepreneurs' Corner | *Curated Content and Valuation Scorecard*

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Global M&A Volume



2023 M&A Outlook

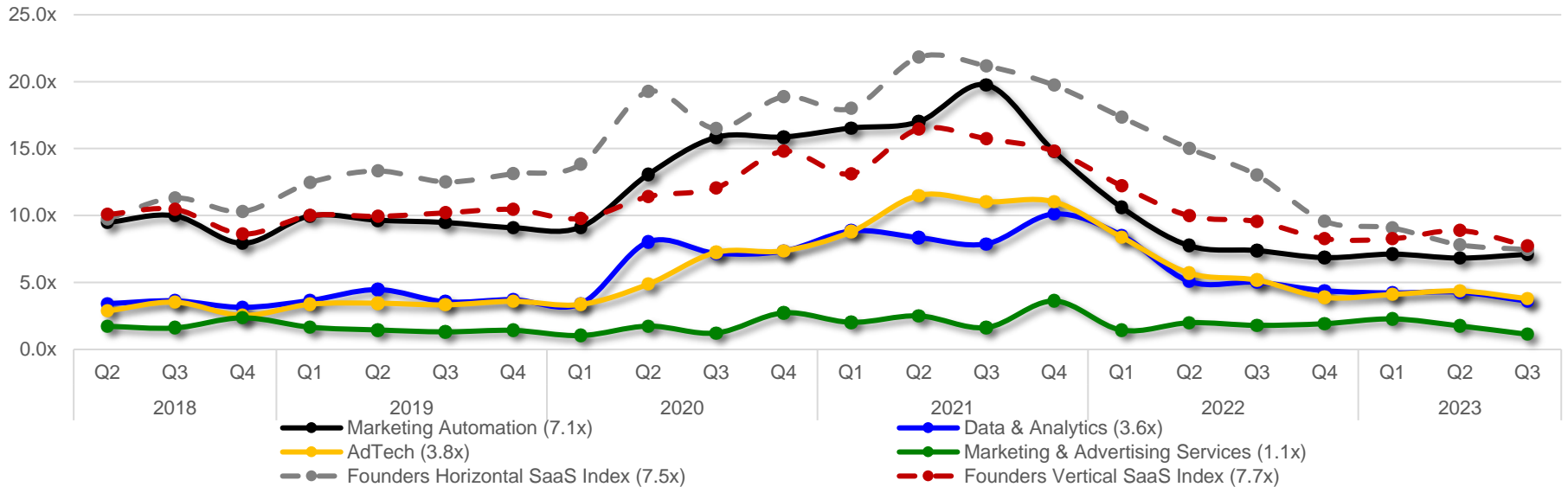
- Global M&A activity slowed in Q3 despite signs of a rebound in Q2. Overall deal value fell 19.9% for the quarter, with deal count falling 16%. Increased borrowing costs and tighter lending requirements lowered the average deal size in Q3 as financial buyers looked further downstream for smaller investment opportunities with more favorable returns.
- Strategic buyers completed 4,561 transactions in the quarter, accounting for 66.9% of global M&A activity, the highest amount since Q3 2020. Financial buyers were more hesitant to deploy capital in a tight debt market, completing 2,306 transactions in the quarter, down 19% from Q2.
- Funding for Q4 deals remains robust, with PE groups holding \$1.4T in dry powder and corporations holding \$4.1T in cash, an all-time high. Expect strategic and financial buyers alike to put more of this capital to work over the next two quarters to execute on strategic growth initiatives and hit fund mandates.

The State of MarTech M&A

- The MarTech sector saw an up tick in deal volume compared to Q2, while funding and new products releases fell. Q3 included 31 acquisitions, up from 26 in Q2. A vast majority of buyers in the quarter were strategics seeking to enhance their product offerings through acquisitions in a quarter that lacked new products. The number of new products introduced fell from 128 in Q2 to 65 in Q3.
- Funding for the sector was also down, with only \$1.9B of development capital coming in for the quarter, down from \$3.1B in Q2. Most of this capital is being used to drive innovation in AI and business intelligence.
- Strategic buyers continue to consider how to answer the AI question, but we are also seeing some more meaningful M&A activity as strategics look to expand their total addressable market. Publicly-traded strategics are looking for positive news to share with the streets, and inorganic growth will likely move up the priority list over the next 12-18 months.

MarTech Index | Valuation Trends and Market Insights

Sector Valuation Trends | Quarterly Enterprise Value / Revenue Multiples



Market Insights | What We're Reading

MarTech Trends

There has been meaningful chatter about declining marketing and advertising budgets, however, many CEOs in the space are not seeing this with their customers. There is some data to support a [slowing growth rate of martech spending](#). However, the growing consensus is that marketers are more likely [fine-tuning their spend](#) (including [more emphasis on outcomes and data](#)) and that technology will [grow as a percent of overall marketing budgets](#).

AI Commentary

Bill Gates recently published an interesting piece on [the future of AI](#), and his view on how today's bots will be replaced by agents. Another insightful Martech-specific report released by Autommatic via their Enterprise WordPress team summarizes the [feedback from 1,500+ marketers on AI, investment, and tools](#). Two other interesting articles are CMSWire's article on how [AI is shaping MarTech](#) and MarTech.org's piece on how marketers are [adopting AI in their work](#).

Capital Markets

















Dave Kellogg recently [shared a post related to board meetings](#). Many founder-based companies do not have established boards, however, this practice can be tremendously valuable (and will be a post-closing to-do with private equity firms). Separately, our team spends a lot of time chatting with owners about unit economics, and The OnlyCFO's blog [published a detailed analysis on the topic](#) (and its connection to valuation) that we'd recommend reading.

SaaS Insights

Many owners and operators wonder how the rest of the industry is performing in comparison to their SaaS businesses. Jurassic Capital tackles this frequently-asked question in their [first annual B2B SaaS Benchmarks report](#) which includes 2023 median and best-in-class SaaS metrics aggregated from a plethora of leading industry reports. SaaS Capital also recently released a report on [growth benchmarks for private SaaS companies](#) that's worth reading.

M&A Activity | Notable Recent Transactions

Marketing Technology Transactions (\$ in Millions)

Date	Target	Acquirer	Deal Size	Employee Count	Commentary
14-Sep-23	 Scibids	 DoubleVerify	\$125.0	74	Scibids Technology, a provider of AI solutions for marketers to optimize their campaign performance, was acquired by DoubleVerify (NYS : DV), a provider of digital media measurement and analytics software, for \$125M.
11-Sep-23	 demandbridge	 VALSOFT	N/A	47	DemandBridge, a developer of business intelligence software designed to deliver marketing automation, was acquired by Valsoft Corporation, an operator of a software holding company, for an undisclosed amount.
05-Sep-23	 Quotent	 NEPTUNE RETAIL SOLUTIONS	\$430.0	1,073	Quotent Technology, a promotions and media technology company serving advertisers, was acquired by Neptune Retail Solutions, via its financial sponsor Charlesbank Capital Partners through a \$430M public-to-private LBO.
29-Aug-23	 mediafly	 Boathouse	\$80.0	170	Mediafly, a developer of sales enablement and content management software for enterprise companies, received \$80M of development capital from Boathouse Capital, BIP Ventures and other investors. The capital will be used to expand the company's revenue enablement platform.
08-Aug-23	 CADENT	 NOVACAP	\$600.0	469	Cadent, a developer of a digital advertising campaign management platform for television ads, was acquired by Novacap through a \$600M LBO.
02-Aug-23	 BONZO!	 MOBILITYRE <small>LOAD IT. SHARE IT. SELL A LOT MORE HOUSES.</small>	N/A	48	Bonzo, a developer of an automated, multi-communication software platform for engaging with prospects and clients, was acquired by MobilityRE, operator of a customer engagement platform for real estate agents, via its financial sponsor WestView Capital through an LBO for an undisclosed amount.
02-Aug-23	 tagger	 sproutsocial	\$140.0	102	Tagger, a developer of an influencer marketing and social intelligence platform, was acquired by Sprout Social (NAS : SPT), a developer of an all-in-one social media management platform, for \$140M.
08-Jul-23	 aceyus	 Five9	\$82.0	66	Aceyus, a developer of a customer relationship analytics platform providing insight into contact center data and the customer journey, reached an agreement to be acquired by Five9 (NAS : FIVN), a developer of software for customer service, sales and marketing engagement, for \$82M.

Market Participants | Active MarTech Buyers and Investors

Below are some of the more active private equity firms and strategic buyers within the marketing technology space. Potential buyer deal experience and the recency of that M&A are key factors our team considers ahead of a transaction process – a partner with a well-oiled M&A engine generally leads to a more efficient diligence and negotiation process.

Private Equity Firms



Strategic and PE-Backed Acquirers



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Silicon Y'all | Recap of Our 2023 Technology Summit



- Founders hosted its ninth annual Technology Summit, Silicon Y'all, in early October. The event was attended by a curated group of 90 CEOs from across the country and 22 of the leading technology-focused private equity groups.
- The three-day event was filled with meaningful insights from investors, current operators, and industry experts. CEOs shared operational best practices, explored ways to drive enterprise value, discussed innovative growth strategies, and networked with value-added investors and industry experts.



Representative Session Topics

- Financing M&A in a Turbulent Capital Market
- The Day After - A Founder's Fears After Investment & Exit
- The Human Side of a Tech Business
- Lessons Learned in Growing 5 Different Start-Ups to Billion+ companies
- Managing Through the Lens of Data
- How Strategic Buyers Think - A Behind the Scenes Look at Growth by Acquisition
- A Case Study in Pricing Strategy featuring a prior Founders' client
- Embracing AI to Enhance your Market Position
- Understanding the Sales Organization - What the Data Shows from Assessing Hundreds of Organizations

Debt Participants



Private Equity Participants



Investment Grade Coaching & Advisory Board Program

Born out of the Silicon Y'all community of entrepreneurs, Founders established an **exclusive value creation program** that is a collaboration of Investment Banking and Value Creation Consulting. We have partnered with former entrepreneurs, advisors, and investors to develop a peer group program to serve SaaS and software-enabled service company owners and operators who are seeking to create investment grade companies.

The program was officially announced at Silicon Y'all 2023, and we've already filled our first cohort for the inaugural 12-month program. Based on interest, we are already working with our value creation consultants to fill the second cohort of CEOs. Each group is curated to ensure companies have similar attributes, and the selection process targets CEOs that have a giver orientation, offer an area of expertise to the group, commit to regular attendance and contribution to peers, and have a relentless commitment to growth. If you're interested in discussing the program and our 2024 cohorts, please reach out to our team, and we can share more information.

Objectives

- Accelerate enterprise value creation, yielding a better business to hold & operate while also generating more exit optionality
- Create investment grade companies that are attractive and sellable to both private equity firms and strategic buyers
- Close the knowledge and skill gap compared to institutionally-backed peers by helping founders move to more of a "professional" CEO role
- Provide owners and operators with a peer group of other growth-oriented CEOs
- Offer private equity portfolio company-like services with no equity dilution
- Benchmark your business against other high performing peers while also understanding your company's current valuation, including key needle movers

How We Do This

- Monthly classes on strategies and operations led by software-focused private equity groups and market experts
- KPI benchmarking reviews and peer accountability
- Highly curated referral network of functional area specialists
- Monthly group meetings to process key issues and decisions with peer CEOs and advisory group leader

Sample Program Topics

- Creating an M&A landscape and execution playbook
- How to assess pricing and charge higher rates
- Common problems in unit economics and how to fix them
- How to use customer segmentation to unlock meaningful growth and outsized margins
- Identifying structural barriers to becoming investment grade
- Best practices for establishing scalable business processes
- What to do before establishing a board of directors and how to work with these advisors
- Hiring a sales team that can scale and why 90% of companies initially hire the wrong people for this role
- What to expect from a CFO and what a well-run finance department looks like
- How to design and execute a product/service road map

Leverage data to lead your business to greater enterprise value. Founders has developed a sector-specific, algorithmic evaluation tool to help business owners understand if their company is investment grade based on years of M&A expertise. Our Investment Grade Assessment gives owners a measurable system to assess the 12 interdependent value drivers.

MarTech Assessment Link

- **Assessment:** <https://app.foundersib.com/auth/sign-up>
- **Discount Code:** Q423martech
- **Industry:** Technology, Media, and Telecommunication
- **Sector:** Marketing Technology

Approaching the Assessment

- Allow 15-20 minutes to complete; go with your gut answer and keep moving; do your best not to overanalyze questions
- It's okay to select "unknown"; this will bring awareness to areas of the business the need more attention
- Answer honestly as to where your company is now, not where you wish it was
- Don't be discouraged by results; there are action steps to improve in all areas
- If there is more than one owner/ operator, we recommend each key executive take the assessment separately to allow for comparison of results and perspectives

Proprietary Assessment Tool

Founders' proprietary assessment platform gives business owners a clear market perspective on how investable their company is coupled with a view on organizational health.



Why Assess Your Business?

The benefits of assessing your business far transcend solely transacting. Doing so provides the opportunity to own and operate an all-around better business.



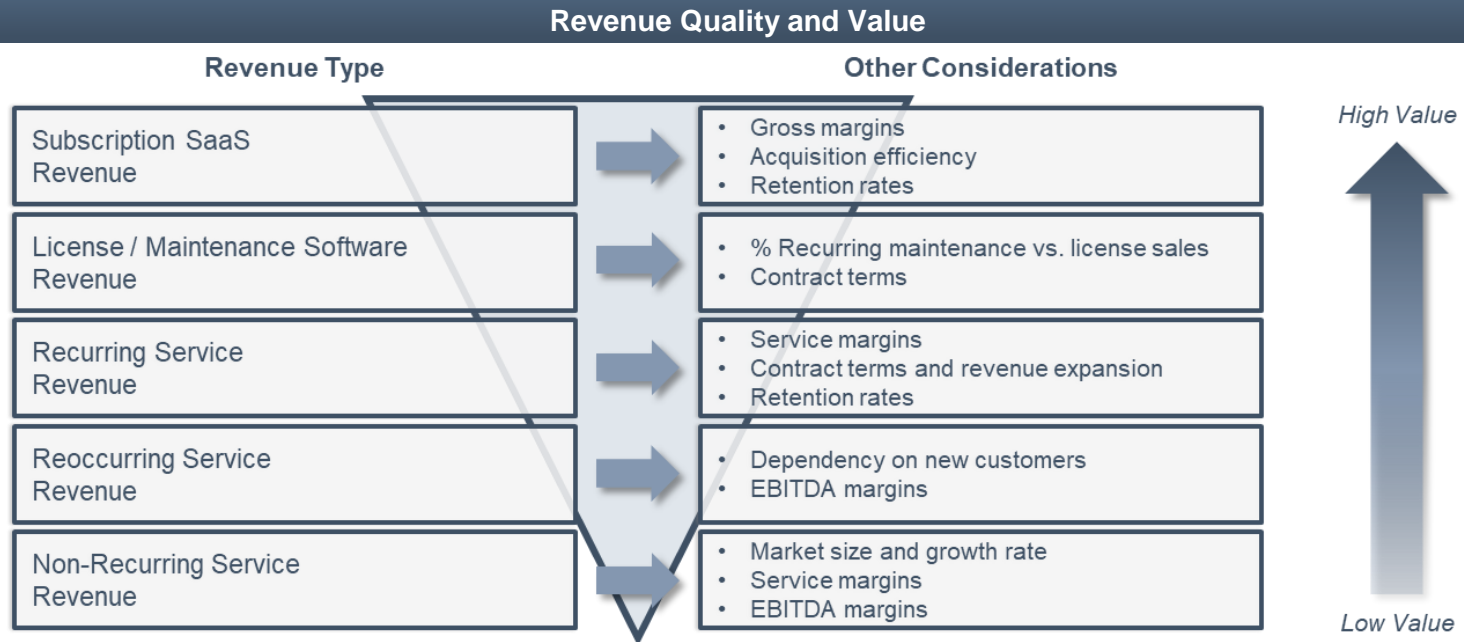
MarTech Scorecard | Factors Driving Valuations

Founders' Valuation Scorecard isolates the most important quantitative and qualitative factors that impact valuation multiples for software and tech-enabled service businesses in the marketing technology sector.

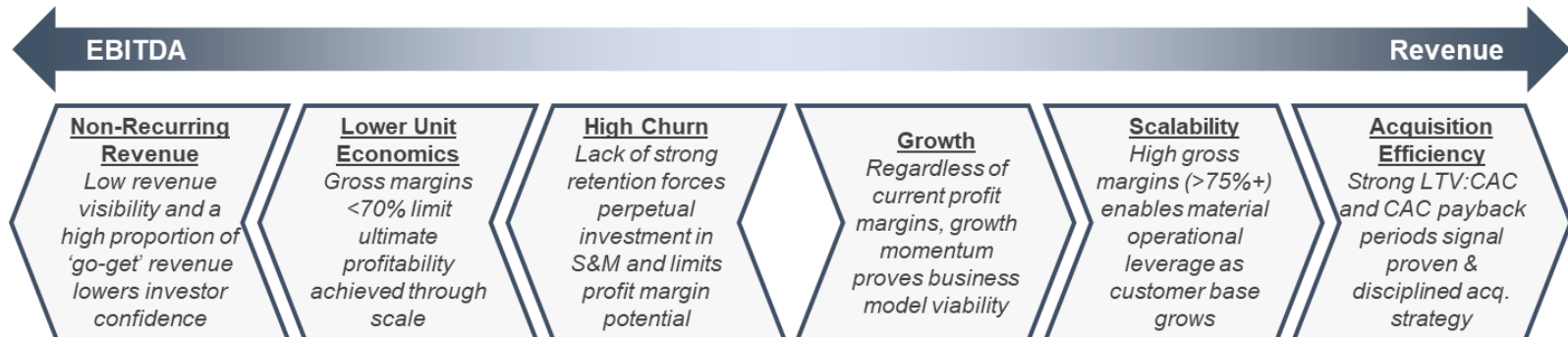
		1.0x	2.0x	3.0x	4.0x	5.0x	Factors Influencing Revenue Multiple	6.0x	7.0x	8.0x	9.0x	10.0x+
Quantitative Factors	% of Recurring Revenue	< 75%			Mix of subscription/recurring vs. reoccurring vs. project				> 85%			
	ARR	< \$5 million			Customer profile, vertical/horizontal, ACV, sales cycle				> \$10 million			
	Rule of 40	< 40%			Year-over-year revenue growth rate (%) + profit margin (%)				> 40%			
	Total Addressable Market	< \$1 billion			End market dynamics, competition, switching costs				> \$ 1 billion			
	Net Revenue Retention	< 90%			Public benchmarks, pricing vs. product, cohort analysis				> 100%			
	Gross Margin	< 70%			Fully burdened, end market dependent, scalability				> 85%			
	CAC Payback Period	> 12 months			Impact of dialing spend up/down, channel analysis				< 12 months			
	LTV:CAC Ratio	< 3:1			Balancing S&M spend but demonstrating return is key				> 3:1			
	Avg. Contract Length	< 12 months			Predictability of revenues and stickiness of customers				> 12 months			
Qualitative Factors	Management Team	Must understand your gaps and have clear delineation of responsibilities → self-assess strengths/weaknesses to highlight areas for investment										
	Customer Profile	SMB vs. Mid-Market vs. Enterprise; retention expectations, customer wallet size, expansion opportunity, and marketing efficiency influence interest										
	Product Adoption/Usage	Track/present usage stats; understand use cases and patterns across modules/cohorts → usage equates to stickiness in the minds of investors										
	Payments Opportunity	Opportunity to integrate payments into a proprietary, sticky solution → significantly increases scalability, retention, and expansion levers										
	Competitive Position	Understand the landscape, why you win/lose, differentiation, blue ocean vs. red ocean → consider roll-up opportunity to scale										
	IP/Technology Debt	Contracted development is accepted; understand short cuts taken and potential deficiencies → assess third-party dependencies, risks, & “what ifs”										
	Process Documentation	Be able to communicate <u>& show</u> methodologies, onboarding processes (employees and customers), retention strategies, etc.										
	Talent Retention	Maintain a ranking of all employees and understand where each shines → consider warrants, profits interest, M&A and stay bonuses										

MarTech Scorecard | Revenue Mix Considerations

Revenue composition remains a critical driver of valuation for marketing technology and services companies; the below visual displays how the investor community views varying streams of revenue and the considerations influencing valuation models.



Factors Driving EBITDA vs Revenue Valuation Methodology



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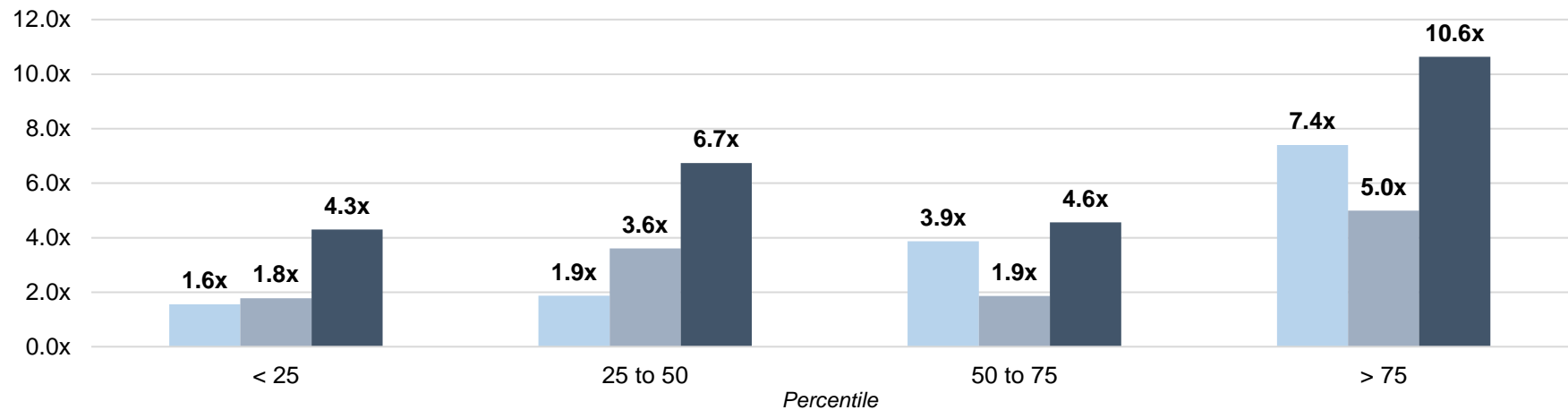
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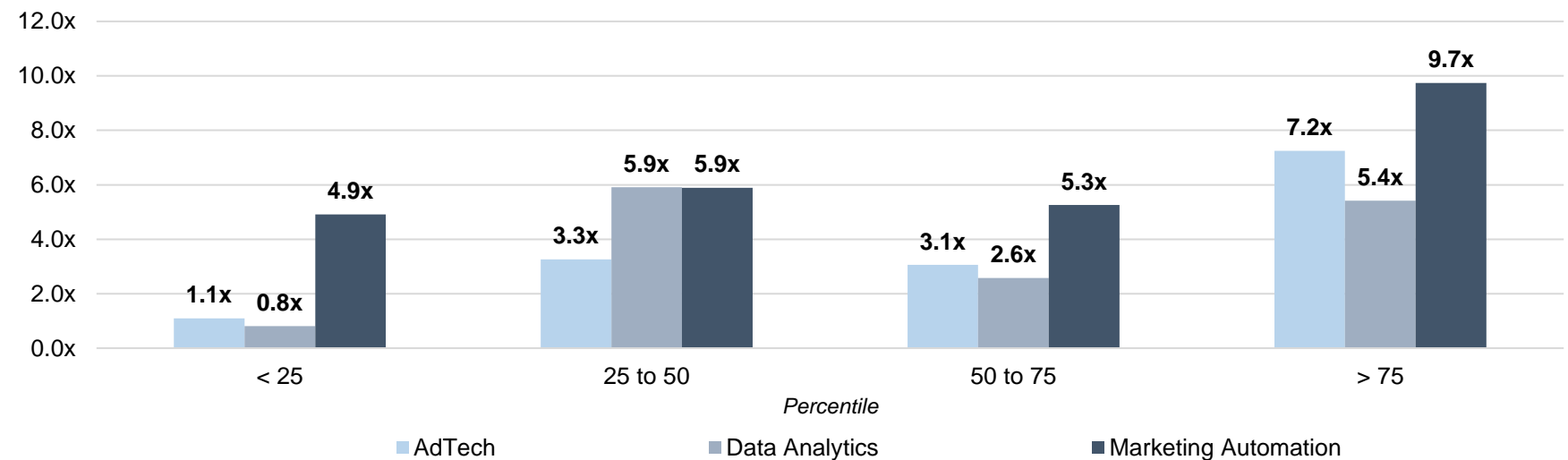
Operating Metrics | Key Performance Indicators

Enterprise Value Metrics

Revenue Growth Percentile vs. EV / LTM Revenue

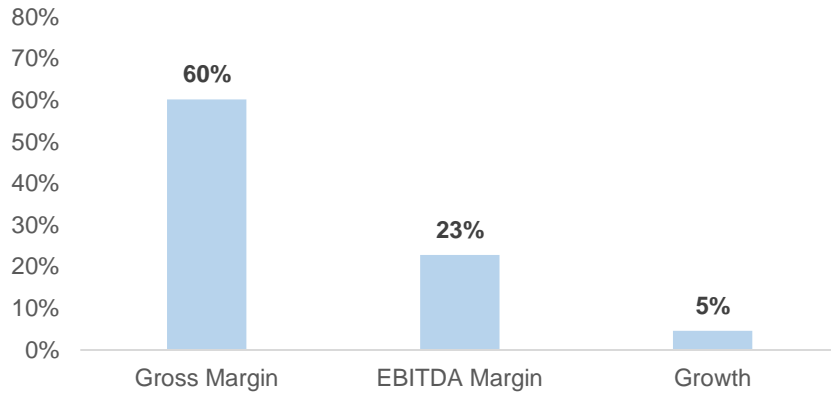


Gross Margin Percentile vs. EV / LTM Revenue

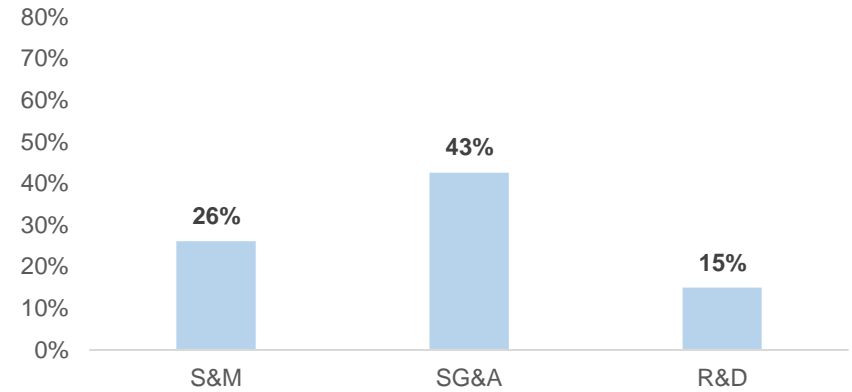


Public Equities Index | AdTech

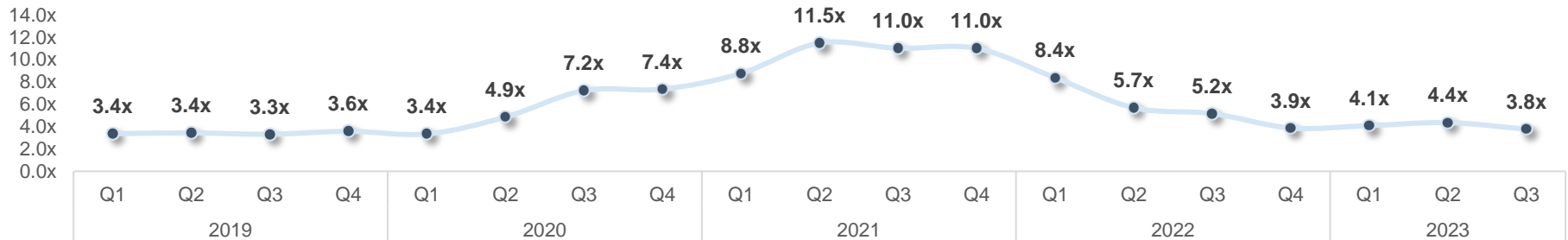
Growth & Margins (Median)



Operating Metrics (Median)*



EV / Revenue (Mean)



Select Industry Participants

afble

APPROVIN

catenamedia

CRITEO

Digital Garage

Digital Turbine

DoubleVerify

IAS Integral Ad Science

LiveRamp

Magnite

Mobvista

nexxen

Perion

PubMatic

QuinStreet

SEMRUSH

theTradeDesk

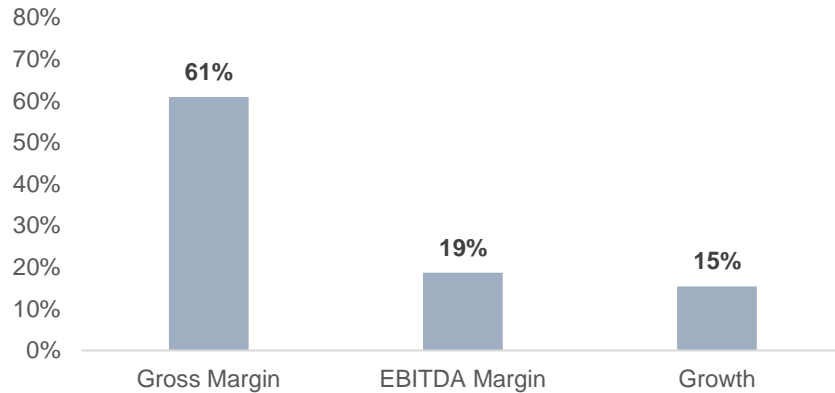
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VALUE COMMERCE

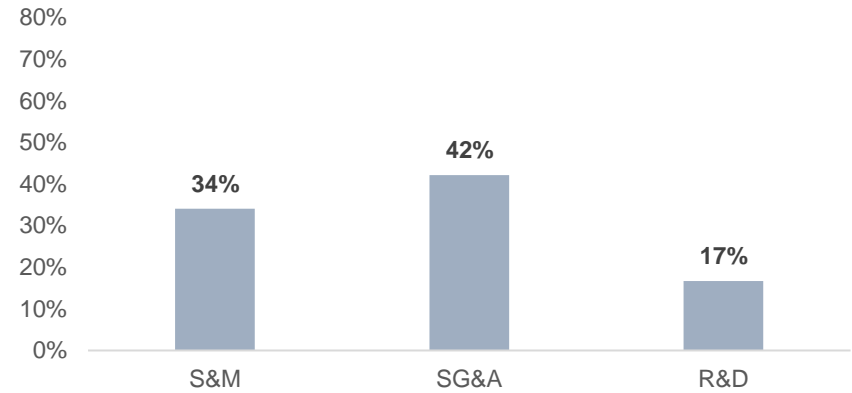
*Shown as a percentage of revenue

Public Equities Index | Data & Analytics

Growth & Margins (Median)



Operating Metrics (Median)*



EV / Revenue (Mean)



Select Industry Participants

Appier

BRAND24

CINgroup

dun & bradstreet

FORRESTER®

ORACLE®

PEGA

QuinStreet

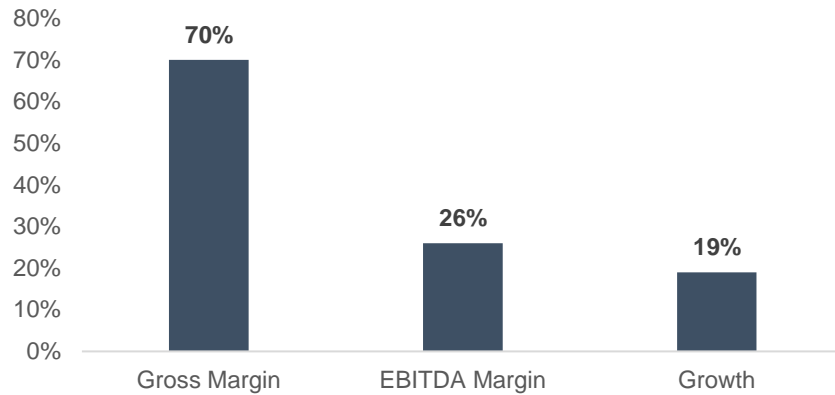
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ZETA

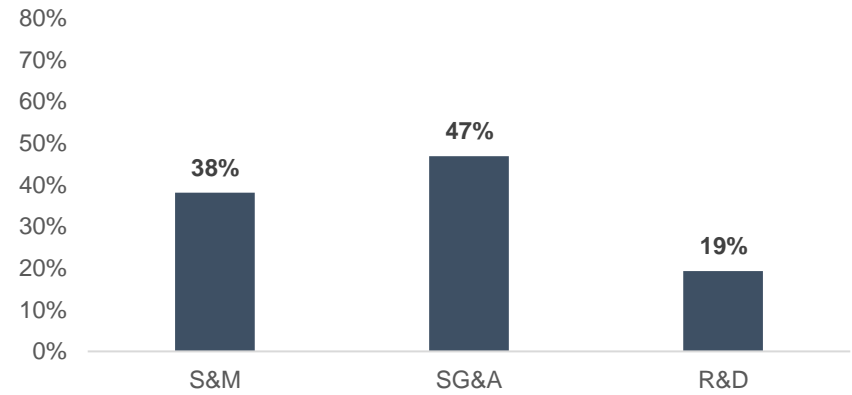
zoominfo

Public Equities Index | Marketing Automation

Growth & Margins (Median)



Operating Metrics (Median)*



EV / Revenue (Mean)



Select Industry Participants

ASCENTIAL



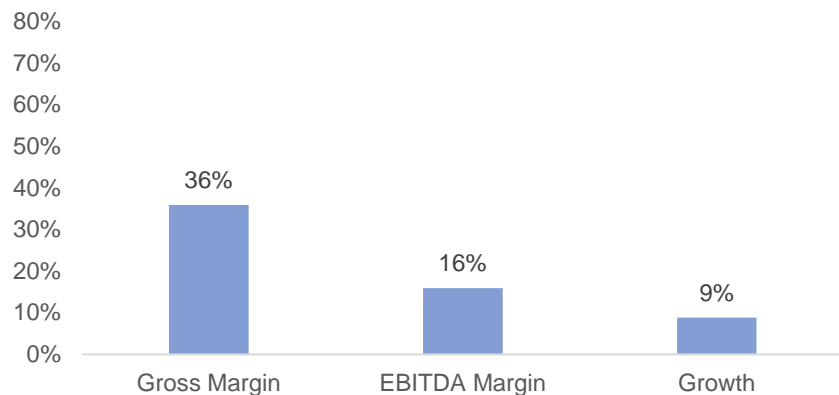
braze



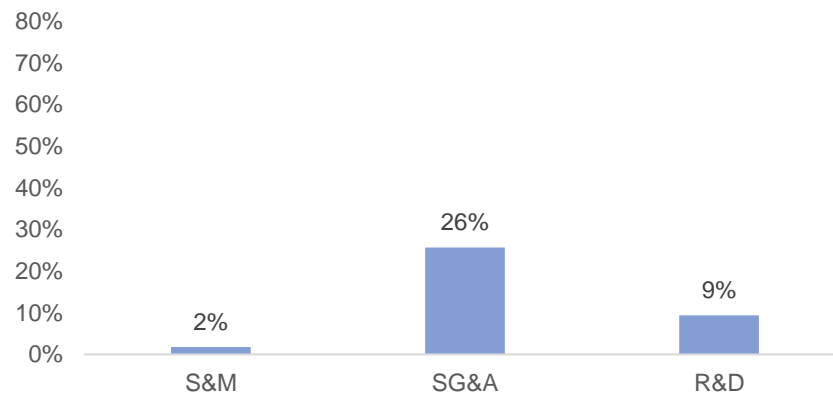
*Shown as a percentage of revenue

Public Equities Index | Marketing & Advertising Services

Growth & Margins (Median)



Operating Metrics (Median)*



EV / EBITDA (Mean)

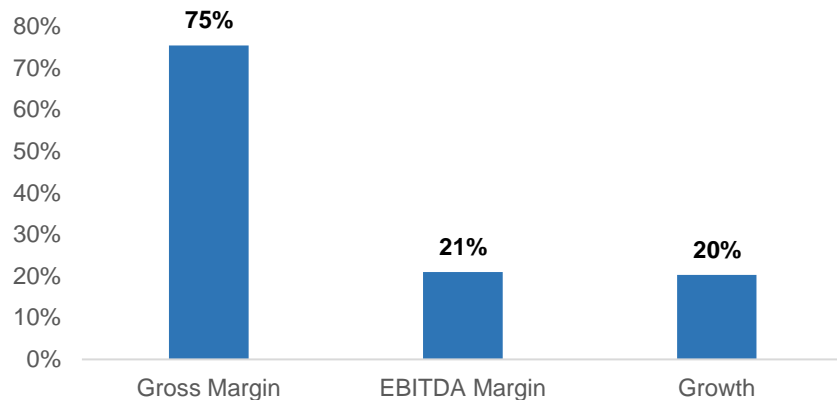


Select Industry Participants

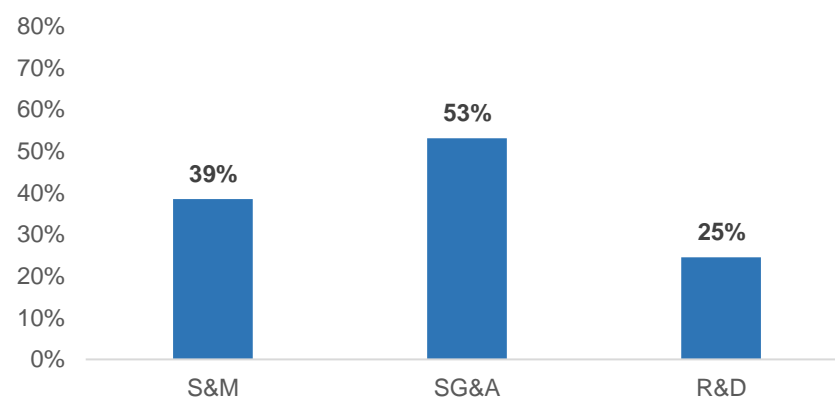


Public Equities Index | Horizontal SaaS

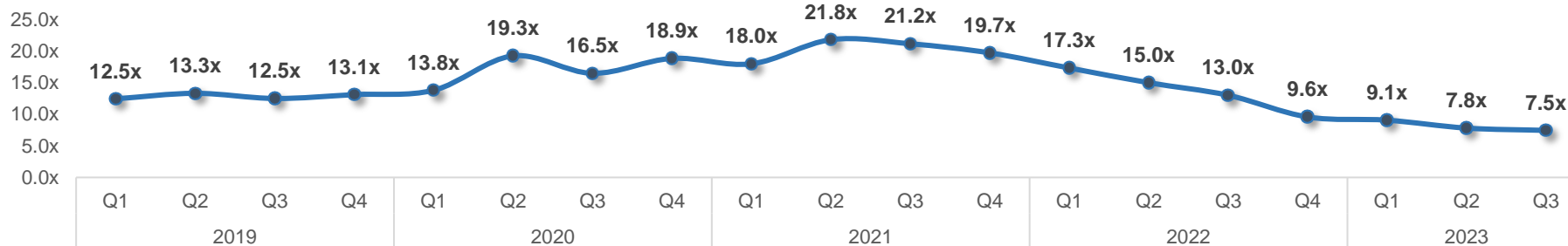
Growth & Margins (Median)



Operating Metrics (Median)*



EV / Revenue (Mean)



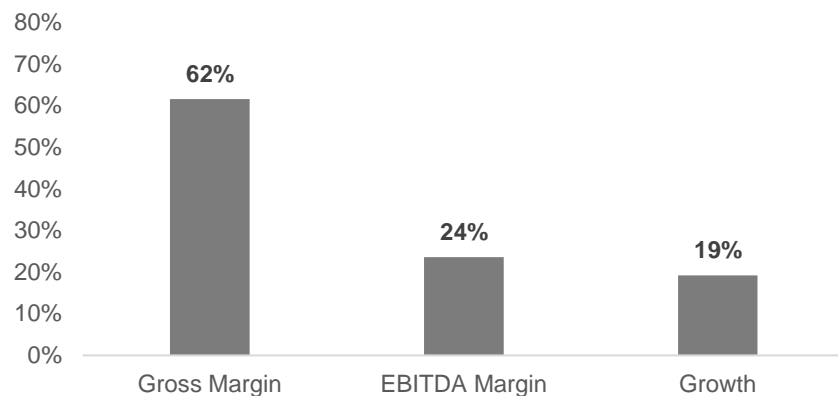
Select Industry Participants



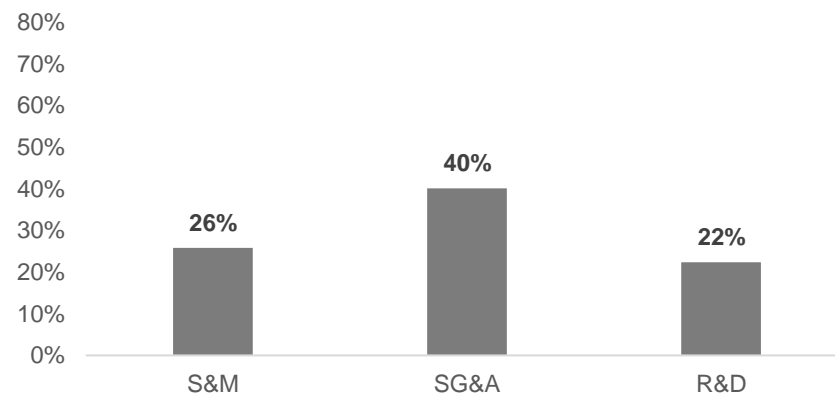
*Shown as a percentage of revenue

Public Equities Index | Vertical SaaS

Growth & Margins (Median)



Operating Metrics (Median)*



EV / Revenue (Mean)



Select Industry Participants



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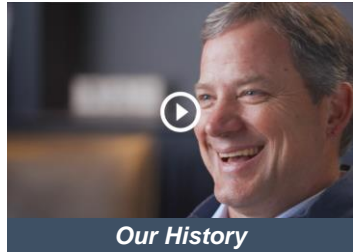
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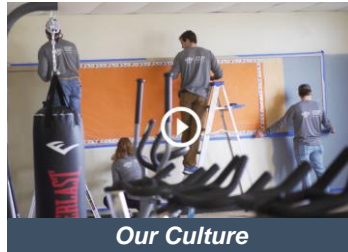
Founders Advisors Overview

FIRM OVERVIEW

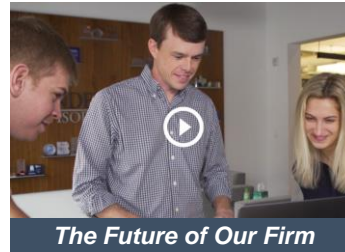
Founders is a mergers, acquisitions, and strategic advisory services firm that has served middle-market companies since 2003. With a nationwide footprint, we pride ourselves in employing a values based and highly personalized relational approach through our five industry-focused advisory teams. Today, Founders employs over 45 professionals and has offices in Birmingham, AL (headquarters) and Dallas, TX.



Our History



Our Culture



The Future of Our Firm

OUR WHEELHOUSE

The majority of our clients are founder-owned and operated companies across five industry groups that collaborate together. We listen to our clients and take the time to truly understand each client's unique situation and desired outcomes. Founders has been a trusted advisor to hundreds of middle market business owners, supporting their growth through tailored financing structures and ownership transition transactions

Select Recent Transactions



PURPOSE

Be Servant Leaders who value relationships and results

FIRM VALUES

ORDER

Maintain focus on doing the right things at the right time

SERVICE

Go the extra mile for our clients, co-workers, & community

GROWTH

Reflect, evaluate, and plan for improvement

EXCELLENCE

All we do, we do well

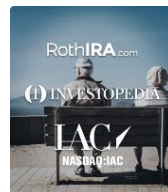
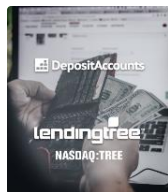
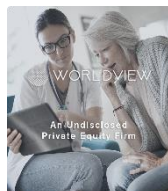
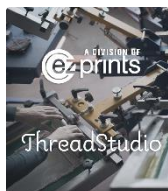
HEALTH

Be and stay healthy, personally, and as a team

COMMUNITY

Be team-focused; we're better together

We Focus Exclusively on Technology



Defining the Gold Standard for M&A Advisory

The Gold Standard

Excellence in Relationship Development

- Founders strives to create **Raving Fans** through a deep focus on developing strong, trustworthy relationships with our clients that will last well beyond the process.
- We believe transactions come and go, but the impact an M&A event has on a business owner lasts a lifetime and our services should be delivered with that in mind.

Best-In-Class Process Management

- A key objective of each Founders' process is maximizing the probability of success. The best way to meet that objective is through our best-in-class process management systems.

Key Differentiators vs. Other Advisors

Exceptional Results

- We have a track record of understanding our client's goals and objectives for the transaction process and delivering exceptional results for each specific situation.

Deep Sector Knowledge

- Founders leverages the collective knowledge of our growing team of professionals with dedicated sector coverage expertise allowing us to fully understand your business, stay at the forefront of sector trends & drivers, and have a comprehensive understanding of the buyer landscape.

Table Stakes for M&A Advisory

Transaction Expertise

- Every deal structure is unique and contingent upon the client's circumstances and goals. Through a deep bench of seasoned deal professionals, Founders provides a depth of transaction experience with over \$55B in total transacted enterprise value....Put simply, **We Get Deals Done.**

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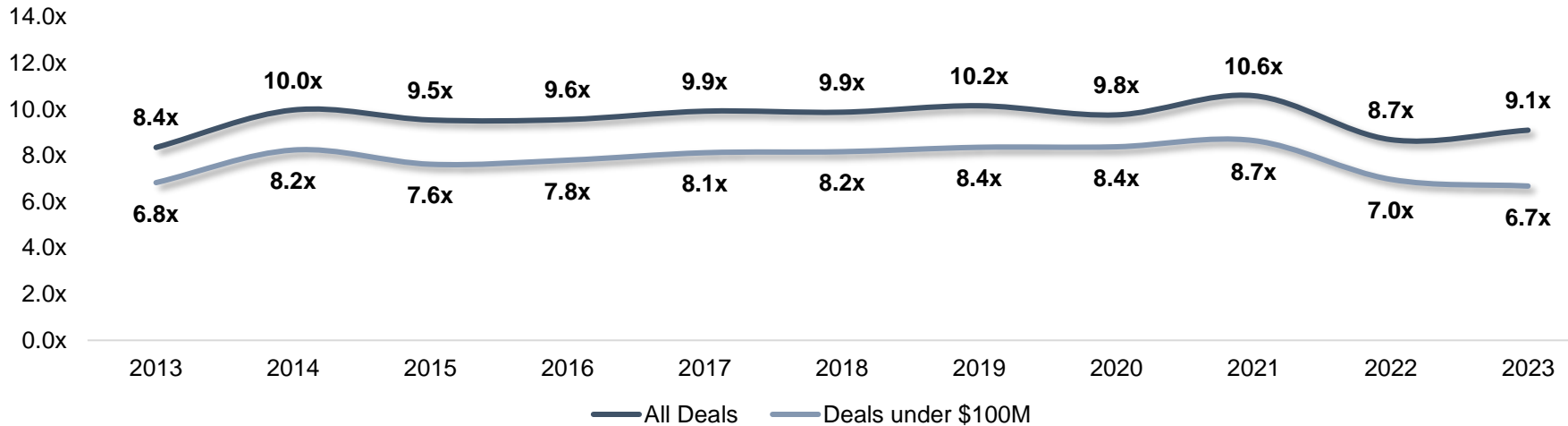
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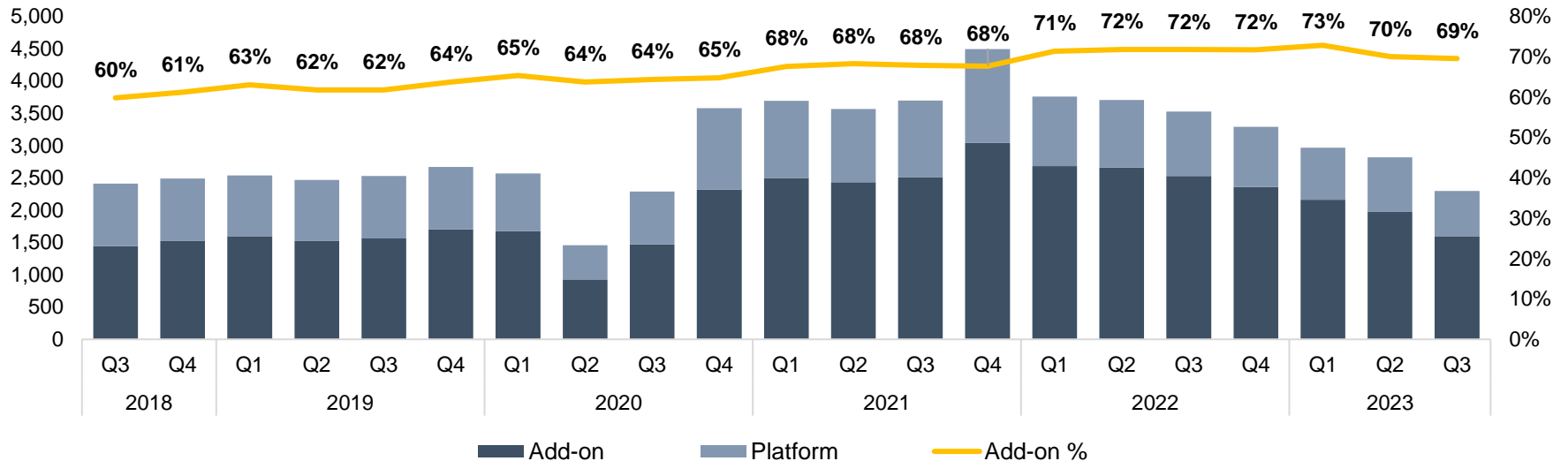
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M&A Snapshot | All Sectors

EV / EBITDA Multiples (North America & Europe)



Platform v. Add-on Activity



Public Equities Index | AdTech

Name	% of 52 Week High	Enterprise Value	LTM Financials					Enterprise Value Multiples		Operating Stats		
			Revenue	EBITDA	Revenue Growth	Gross Margin	EBITDA Margin	EV / LTM Revenue	EV / LTM EBITDA	S&M as % of Rev.	R&D as % of Rev.	SG&A as % of Rev.
Affle	83%	1,708	177	45	17%	39%	25%	9.3x	38.3x	N/A	N/A	17%
AppLovin	89%	16,287	2,881	967	-1%	59%	34%	5.7x	16.9x	28%	18%	33%
Catena Media	47%	155	114	60	24%	87%	52%	1.7x	3.0x	N/A	N/A	31%
Criteo	79%	1,523	1,925	214	-11%	42%	11%	0.8x	7.1x	21%	13%	28%
Digital Garage	62%	540	158	3	-72%	60%	2%	2.9x	159.9x	N/A	N/A	76%
Digital Turbine	30%	955	624	139	-20%	47%	22%	1.5x	6.9x	10%	9%	35%
DoubleVerify	66%	4,473	502	117	27%	82%	23%	8.9x	38.2x	23%	22%	38%
Nexxen	40%	196	335	117	-3%	81%	35%	0.6x	1.9x	31%	14%	49%
Integral Ad Science	57%	1,988	439	66	18%	80%	15%	4.5x	29.8x	26%	18%	50%
LiveRamp Holdings	87%	1,453	608	93	10%	71%	15%	2.4x	15.7x	32%	29%	53%
Magnite	48%	1,485	604	171	10%	28%	28%	2.5x	8.8x	32%	16%	47%
Mobvista	63%	602	945	N/A	5%	20%	N/A	0.6x	18.5x	6%	10%	11%
Perion Network	71%	957	692	154	26%	38%	22%	1.4x	6.2x	8%	5%	12%
PubMatic	60%	481	258	71	3%	64%	27%	1.9x	6.4x	30%	9%	51%
QuinStreet	49%	419	573	17	-1%	8%	3%	0.7x	24.1x	2%	5%	7%
SEMrush	67%	1,001	280	(15)	26%	82%	-5%	3.6x	N/A	49%	18%	74%
The Trade Desk	85%	37,131	1,733	696	25%	81%	40%	21.4x	53.3x	22%	21%	52%
Thryv Holdings	72%	1,068	1,057	269	-11%	63%	25%	1.0x	4.0x	31%	N/A	51%
ValueCommerce	52%	129	235	51	-10%	35%	22%	0.6x	2.5x	N/A	N/A	N/A
Min		129	114	(15)	-72%	8%	-5%	0.6x	1.9x	2%	5%	7%
Median		1,001	573	105	5%	60%	23%	1.9x	12.2x	26%	15%	43%
Mean		3,819	744	180	3%	56%	22%	3.8x	24.5x	23%	15%	40%
Max		37,131	2,881	967	27%	87%	52%	21.4x	159.9x	49%	29%	76%

Public Equities Index | Data & Analytics

Name	% of 52 Week High	Enterprise Value	LTM Financials					Enterprise Value Multiples		Operating Stats		
			Revenue	EBITDA	Revenue Growth	Gross Margin	EBITDA Margin	EV / LTM Revenue	EV / LTM EBITDA	S&M as % of Rev.	R&D as % of Rev.	SG&A as % of Rev.
Appier	65%	973	153	12	44%	52%	8%	5.9x	78.7x	35%	13%	43%
Brand24	83%	17	6	N/A	33%	60%	N/A	3.0x	N/A	23%	N/A	41%
Cint Group	13%	268	295	400	29%	31%	135%	0.9x	0.7x	N/A	N/A	N/A
Dun & Bradstreet	65%	7,837	2,246	869	1%	66%	39%	3.5x	9.0x	N/A	N/A	33%
Forrester Research	67%	511	514	88	-2%	58%	17%	1.0x	5.8x	34%	N/A	48%
Oracle	83%	367,484	50,962	23,462	15%	72%	46%	7.2x	15.7x	17%	17%	22%
Pegasystems	73%	3,887	1,291	98	6%	71%	8%	3.0x	39.8x	46%	23%	54%
QuinStreet	49%	419	573	17	-1%	8%	3%	0.7x	24.1x	2%	5%	7%
Teradata	78%	4,646	1,807	364	-3%	61%	20%	2.6x	12.8x	N/A	17%	36%
Zeta Global	74%	1,855	657	(156)	28%	63%	-24%	2.8x	N/A	45%	11%	77%
ZoomInfo Technologies	34%	7,239	1,199	590	29%	84%	49%	6.0x	12.3x	34%	17%	46%
Min		17	6	(156)	-3%	8%	-24%	0.7x	0.7x	2%	5%	7%
Median		1,855	657	231	15%	61%	19%	3.0x	12.8x	34%	17%	42%
Mean		35,921	5,428	2,574	16%	57%	30%	3.3x	22.1x	30%	15%	41%
Max		367,484	50,962	23,462	44%	84%	135%	7.2x	78.7x	46%	23%	77%

Public Equities Index | Marketing Automation

Name	% of 52 Week High	Enterprise Value	LTM Financials					Enterprise Value Multiples		Operating Stats		
			Revenue	EBITDA	Revenue Growth	Gross Margin	EBITDA Margin	EV / LTM Revenue	EV / LTM EBITDA	S&M as % of Rev.	R&D as % of Rev.	SG&A as % of Rev.
Ascential Group	73%	1,468	687	246	25%	61%	36%	2.1x	6.0x	42%	N/A	45%
Adobe	89%	228,737	18,886	9,213	10%	88%	49%	12.1x	24.8x	28%	18%	35%
Braze	93%	4,200	409	(37)	37%	68%	-9%	10.3x	N/A	55%	27%	78%
DotDigital Group	66%	232	81	463	8%	80%	571%	2.9x	0.5x	N/A	N/A	49%
Freshworks	84%	4,717	545	21	24%	82%	4%	8.7x	222.6x	65%	25%	95%
HubSpot	85%	23,903	1,944	308	27%	83%	16%	12.3x	77.7x	50%	27%	62%
Lime Technologies	85%	335	50	16	19%	62%	31%	6.6x	21.3x	N/A	N/A	N/A
LiveChat	85%	819	74	47	38%	85%	63%	11.0x	17.4x	18%	N/A	26%
Microsoft	86%	2,294,657	211,915	102,956	7%	69%	49%	10.8x	22.3x	11%	13%	14%
NICE (Israel)	72%	9,769	2,276	739	10%	68%	32%	4.3x	13.2x	27%	14%	38%
Salesforce	85%	197,708	33,071	11,577	13%	75%	35%	6.0x	17.1x	39%	15%	47%
Shopify	76%	66,355	6,303	166	26%	48%	3%	10.5x	391.0x	19%	31%	31%
Sprinklr	83%	3,147	674	86	21%	75%	13%	4.7x	36.7x	49%	13%	64%
Sprout Social	67%	2,620	289	8	31%	77%	3%	9.0x	332.7x	50%	24%	72%
Squarespace	84%	4,275	931	94	12%	82%	10%	4.6x	45.6x	34%	25%	49%
TechTarget	45%	990	266	101	-9%	71%	38%	3.7x	9.8x	38%	4%	50%
Twilio	73%	8,128	4,052	321	19%	48%	8%	2.0x	25.3x	28%	25%	41%
Upland Software	48%	522	310	71	0%	67%	23%	1.7x	7.3x	19%	15%	39%
Verint Systems	56%	2,127	888	258	-1%	68%	29%	2.4x	8.2x	N/A	15%	44%
Weave	65%	511	155	0	19%	66%	0%	3.3x	1704.0x	43%	21%	71%
Min		232	50	(37)	-9%	48%	-9%	1.7x	0.5x	11%	4%	14%
Median		3,673	681	134	19%	70%	26%	5.3x	22.3x	38%	19%	47%
Mean		142,761	14,190	6,333	17%	71%	50%	6.5x	157.0x	36%	19%	50%
Max		2,294,657	211,915	102,956	38%	88%	571%	12.3x	1704.0x	65%	31%	95%

Public Equities Index | Marketing & Advertising Services

Name	% of 52 Week High	Enterprise Value	LTM Financials					Enterprise Value Multiples		Operating Stats		
			Revenue	EBITDA	Revenue Growth	Gross Margin	EBITDA Margin	EV / LTM Revenue	EV / LTM EBITDA	S&M as % of Rev.	R&D as % of Rev.	SG&A as % of Rev.
Aidma Holdings	37%	189	62	N/A	56%	73%	N/A	3.0x	11.6x	N/A	N/A	N/A
Comscore	35%	275	376	36	0%	45%	10%	0.7x	7.5x	2%	9%	31%
Concentrix (US)	53%	7,196	6,489	1,092	9%	36%	17%	1.1x	6.6x	N/A	N/A	26%
Digital Media Solutions	5%	200	364	13	-15%	25%	4%	0.5x	15.0x	N/A	N/A	25%
Omnicom Group	75%	19,225	14,365	2,409	1%	19%	17%	1.3x	8.0x	N/A	N/A	3%
The Interpublic Group	70%	14,163	10,811	1,653	0%	16%	15%	1.3x	8.6x	N/A	N/A	1%
Dentsu Group	80%	8,390	9,253	1,740	9%	89%	19%	0.9x	4.8x	N/A	N/A	78%
Next Fifteen Comm.	57%	855	900	187	24%	77%	21%	1.0x	4.6x	N/A	N/A	55%
Publicis Groupe	89%	21,661	13,621	3,046	14%	N/A	22%	1.4x	7.1x	N/A	N/A	65%
S4 Capital	27%	679	1,371	144	34%	84%	11%	0.5x	4.7x	N/A	N/A	69%
TTEC Holdings	48%	2,189	2,484	303	5%	24%	12%	0.9x	7.1x	N/A	N/A	12%
WPP	69%	17,309	17,914	2,848	11%	17%	16%	1.0x	6.1x	N/A	N/A	10%
Min		189	62	13	-15%	16%	4%	0.5x	4.6x	2%	9%	1%
Median		4,693	4,487	1,092	9%	36%	16%	1.0x	7.1x	2%	9%	26%
Mean		7,694	6,501	1,225	12%	46%	15%	1.1x	7.6x	2%	9%	34%
Max		21,661	17,914	3,046	56%	89%	22%	3.0x	15.0x	2%	9%	78%

Public Equities Index | Horizontal SaaS

Name	% of 52 Week High	Enterprise Value	LTM Financials					Enterprise Value Multiples		Operating Stats		
			Revenue	EBITDA	Revenue Growth	Gross Margin	EBITDA Margin	EV / LTM Revenue	EV / LTM EBITDA	S&M as % of Rev.	R&D as % of Rev.	SG&A as % of Rev.
Alteryx	53%	3,275	903	75	42%	86%	8%	3.6x	43.4x	61%	26%	90%
Atlassian	82%	51,035	3,322	720	28%	82%	22%	14.4x	70.9x	23%	56%	41%
Box	69%	4,059	1,020	276	8%	75%	27%	4.0x	14.7x	33%	24%	46%
Ceridian HCM	85%	11,315	1,388	331	22%	41%	24%	8.2x	34.2x	N/A	N/A	36%
CrowdStrike Holdings	92%	37,624	2,642	554	44%	74%	21%	14.2x	68.0x	40%	27%	53%
DocuSign	60%	7,969	2,654	717	14%	79%	27%	3.0x	11.1x	45%	19%	60%
Domo	49%	423	318	(5)	11%	76%	-2%	1.3x	N/A	30%	29%	68%
Dropbox	95%	10,266	2,423	900	8%	81%	37%	4.2x	11.4x	19%	40%	28%
Elasticsearch	98%	7,630	1,113	103	21%	73%	9%	6.9x	74.6x	46%	28%	59%
Everbridge	62%	1,197	447	73	11%	70%	16%	2.7x	16.5x	38%	21%	61%
Fastly	79%	2,653	468	(5)	20%	51%	-1%	5.7x	N/A	39%	32%	64%
Five9	72%	4,778	848	180	21%	53%	21%	5.6x	26.5x	33%	17%	46%
HubSpot	85%	23,903	1,944	308	27%	83%	16%	12.3x	77.7x	50%	27%	62%
Intuit	91%	146,223	14,368	5,680	13%	78%	40%	10.2x	25.7x	26%	18%	35%
Okta	89%	12,839	2,065	155	29%	72%	7%	6.2x	82.3x	52%	31%	72%
PagerDuty	64%	1,897	406	53	25%	82%	13%	4.7x	36.0x	48%	34%	72%
Palo Alto Networks	91%	72,228	6,893	1,821	25%	72%	26%	10.5x	39.7x	37%	23%	43%
Paycom Software	69%	14,517	1,558	667	29%	84%	43%	9.3x	21.8x	25%	11%	42%
Paylocity	67%	9,942	1,175	374	38%	69%	32%	8.5x	26.6x	25%	14%	42%
Pegasystems	73%	3,887	1,291	98	6%	71%	8%	3.0x	39.8x	46%	23%	54%
PTC	93%	18,488	2,058	828	8%	80%	40%	9.0x	22.3x	25%	18%	36%
Qualys	97%	5,286	524	234	17%	80%	45%	10.1x	22.6x	20%	21%	32%
Salesforce	85%	197,708	33,071	11,577	13%	75%	35%	6.0x	17.1x	39%	15%	47%
ServiceNow	91%	111,493	8,017	2,495	21%	78%	31%	13.9x	44.7x	38%	24%	48%
Shopify	76%	66,355	6,303	166	26%	48%	3%	10.5x	391.0x	19%	31%	31%
Smartsheet	77%	4,976	867	60	32%	79%	7%	5.7x	82.3x	56%	26%	71%
Splunk	99%	26,269	3,843	895	26%	79%	23%	6.8x	29.4x	43%	25%	54%
Sprout Social	67%	2,620	289	8	31%	77%	3%	9.0x	332.7x	50%	24%	72%
Twilio	73%	8,128	4,052	321	19%	48%	8%	2.0x	25.3x	28%	25%	41%
Upland Software	48%	522	310	71	0%	67%	23%	1.7x	7.3x	19%	15%	39%
Varonis Systems	94%	2,898	489	44	12%	86%	9%	5.9x	65.2x	57%	37%	73%
Wix.com	89%	5,392	1,465	(53)	9%	65%	-4%	3.7x	N/A	28%	32%	39%
Workday	85%	52,902	6,716	1,751	18%	74%	26%	7.9x	30.2x	30%	36%	40%
Workiva	87%	5,343	582	(6)	18%	75%	-1%	9.2x	N/A	46%	28%	66%
Yext	44%	699	403	52	1%	76%	13%	1.7x	13.4x	47%	17%	65%
Zoom Video Communications	78%	15,106	4,464	1,883	4%	75%	42%	3.4x	8.0x	39%	19%	53%
Zscaler	84%	22,008	1,617	295	48%	78%	18%	13.6x	74.7x	45%	22%	70%
Min		423	289	(53)	0%	41%	-4%	1.3x	7.3x	19%	11%	28%
Median		8,128	1,465	276	20%	75%	21%	6.2x	30.2x	39%	25%	53%
Mean		26,320	3,306	911	20%	73%	19%	7.0x	57.2x	37%	25%	53%
Max		197,708	33,071	11,577	48%	86%	45%	14.4x	391.0x	61%	56%	90%

Public Equities Index | Vertical SaaS

Name	% of 52 Week High	Enterprise Value	LTM Financials					Enterprise Value Multiples		Operating Stats		
			Revenue	EBITDA	Revenue Growth	Gross Margin	EBITDA Margin	EV / LTM Revenue	EV / LTM EBITDA	S&M as % of Rev.	R&D as % of Rev.	SG&A as % of Rev.
2U	19%	1,106	929	142	-4%	71%	15%	1.2x	7.8x	40%	20%	55%
Ansys	85%	26,206	2,173	932	9%	88%	43%	12.1x	28.1x	N/A	21%	38%
AppFolio	90%	6,385	523	36	30%	60%	7%	12.0x	176.0x	21%	26%	39%
Aspen Technology	77%	12,978	1,044	347	116%	64%	33%	12.4x	37.4x	46%	20%	62%
Autodesk	89%	44,822	4,923	1,907	10%	90%	39%	8.6x	23.5x	37%	27%	48%
Bentley Systems	91%	16,395	1,166	390	10%	78%	33%	14.1x	42.4x	18%	23%	33%
Black Knight	100%	11,787	1,718	637	11%	N/A	37%	7.8x	18.2x	N/A	N/A	N/A
Blackbaud	89%	4,655	1,069	292	7%	53%	27%	4.4x	16.0x	21%	15%	41%
FactSet Research	92%	18,062	2,049	809	17%	54%	39%	8.7x	22.3x	N/A	N/A	22%
Guidewire Software	94%	6,980	905	30	11%	51%	3%	7.7x	233.8x	21%	28%	40%
Health Catalyst	64%	482	285	9	7%	47%	3%	1.7x	51.8x	28%	26%	57%
Moody's	87%	63,509	5,529	2,338	-7%	N/A	42%	11.5x	27.2x	N/A	N/A	29%
nCino	85%	3,560	445	35	31%	59%	8%	8.0x	101.3x	29%	27%	47%
NICE (Israel)	72%	9,769	2,276	739	10%	68%	32%	4.3x	13.2x	27%	14%	38%
Procore Technologies	85%	8,778	831	(4)	36%	81%	0%	10.6x	N/A	57%	36%	78%
Q2 Software	87%	2,153	599	32	12%	47%	5%	3.6x	66.4x	19%	23%	38%
SPS Commerce	87%	5,998	493	149	19%	66%	30%	12.2x	40.3x	23%	10%	38%
SS&C Technologies	81%	19,794	5,385	2,044	4%	47%	38%	3.7x	9.7x	10%	9%	17%
Temenos	77%	5,783	956	381	-2%	68%	40%	6.0x	15.2x	21%	N/A	31%
Toast	69%	9,075	3,317	(296)	50%	21%	-9%	2.7x	N/A	11%	10%	22%
Tyler Technologies	90%	17,035	1,902	498	5%	43%	26%	9.0x	33.9x	8%	6%	23%
Unity	63%	13,590	1,808	128	48%	68%	7%	7.5x	106.2x	40%	59%	62%
Veeva Systems	90%	28,875	2,232	917	12%	71%	41%	12.9x	31.5x	17%	26%	27%
Min		482	285	(296)	-7%	21%	-9%	1.2x	7.8x	8%	6%	17%
Median		9,769	1,166	347	11%	64%	30%	8.0x	31.5x	21%	23%	38%
Mean		14,686	1,850	543	19%	62%	24%	7.9x	52.5x	26%	22%	40%
Max		63,509	5,529	2,338	116%	90%	43%	14.1x	233.8x	57%	59%	78%

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