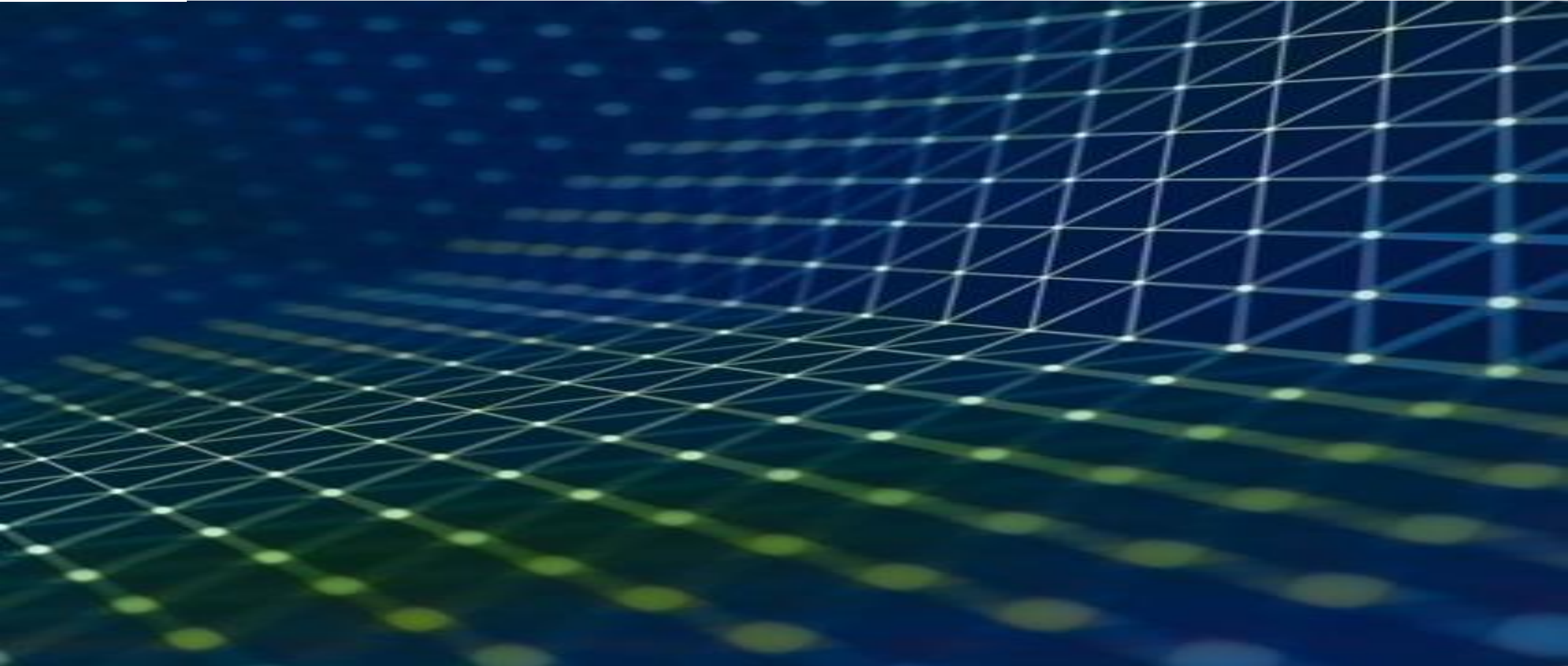




Solganick & Co.

# Software

## Quarterly M&A Update: Q3 2020



# Solganick & Co.'s Team Offers Deep Software M&A Expertise

- Solganick & Co. is a data-driven investment bank focused on M&A advisory services exclusively for software and tech-enabled services companies
  - Represents both buyers and sellers of companies seeking to maximize shareholder value
  - Formed in 2009 by experienced investment bankers
  - Completed over \$20B in transactions to date
- Our experienced team of investment bankers come from top firms within the industry
  - Team collectively brings over 100 years of experience
- We have the understanding and experience to quickly determine our clients strategic and financial objectives, in order to manage our client's transaction from start to finish
- Recognized as a Top Investment Bank by Axial (#2 Software Investment Bank), Most Influential Investment Bankers, and Largest Investment Banks by The Los Angeles Business Journal

## Software Sectors Covered

Enterprise Software and SaaS

Artificial Intelligence and Machine Learning

Business Intelligence & Data Analytics

Customer Relationship Management

Healthcare IT

Supply Chain Management

Logistics Software

Mobile Software and Applications

Cybersecurity



# Select Representative Transactions



Solganick & Co.

 <p>Stackpath, Inc. has acquired MaxCDN, Inc.</p>	 <p>Inspirata, Inc. has acquired Artificial Intelligence in Medicine, Inc.</p>	 <p>Stefanini IT Solutions has acquired Code X, Inc.</p>	 <p>Alerion Capital Group, LLC has acquired Navigator Business Solutions, Inc.</p>	 <p>Business &amp; Decision SA has acquired Inforte Corp.</p>	 <p>Contax, Inc. has acquired Onshore Partners, Inc.</p>
 <p>ESG Alliance has acquired Iconix</p>	 <p>CU Direct Corp. has acquired PMC Service Corp. and Certi-Car</p>	 <p>Sunstone Representation (Current) Cybersecurity and Managed IT Services</p>	 <p>GP Strategies Corp. (NYSE: GPX) has acquired Hula Partners, Inc.</p>	 <p>Quad Partners, LLC has invested in Hands on Learning Solutions, LLC dba/Learn on Demand Systems</p>	 <p>Contax, Inc. has acquired Aptelis, Inc.</p>
 <p>Brook Venture has acquired LearnWell</p>	 <p>HCAP Partners, LLC has invested in Los Star Analysis</p>	 <p>Resolute Capital Partners has acquired Cole Information</p>	 <p>Plexus Capital has acquired Medicus IT</p>	 <p>Abry Partners invests in V12</p>	 <p>Apogee IT Services has acquired DSM Computing Solutions, Inc.</p>

# Transaction Case Study: Learn on Demand Systems



Solganick & Co.

- Solganick & Co. was hired by the selling shareholders of Learn on Demand Systems to explore its growth/minority control investment alternatives due to two of its co-founders exiting the business due to retirement
- A confidential and targeted process was run by Solganick to select private equity firms, leading to multiple offers received
- Learn on Demand Systems selected Quad Partners due to its deep domain expertise within the education, learning/training technology sectors as well as a strong valuation for the business
- Deal terms were undisclosed



Solganick & Co. was the exclusive advisor to Learn on Demand Systems in its minority control growth investment by Quad Partners



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Solganick & Co.

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- Public Markets: Select IPOs
- Financing Activity: Select Financing Deals
- Solganick & Co. Team
- Appendix: Public Company Valuation Tables

# Executive Summary



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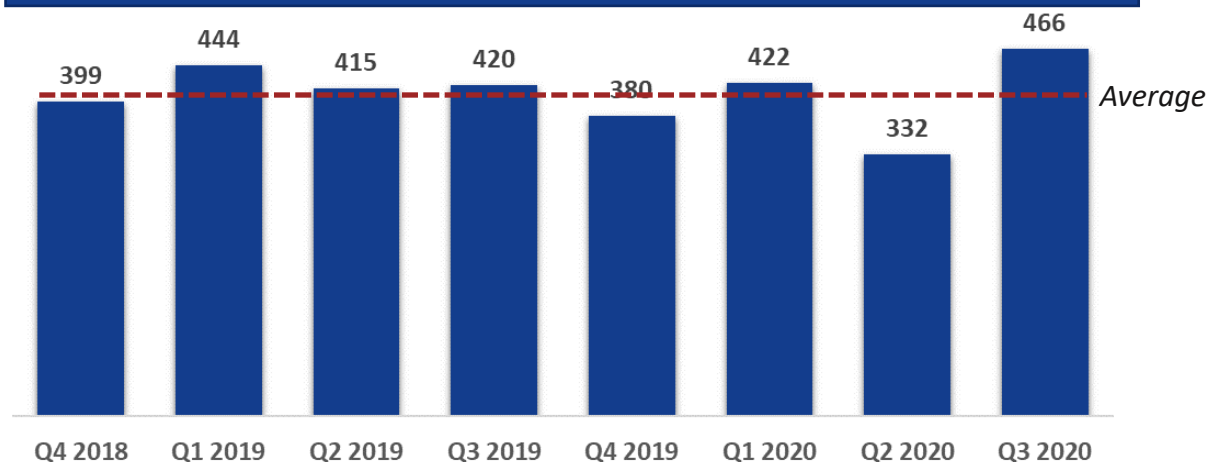
- **Relative to somewhat weak Q2, software M&A activity returned in Q3 2020**

- The initial uncertainty and need to stabilize existing operations and portfolio companies subsided, allowing for renewed focus on transaction pursuit
- Debt-financing availability returned in Q3, further enabling market participants to transact

- **Certain subsectors are particularly well-positioned to succeed post-pandemic**

- Communications and connectivity-focused companies have benefitted from the sudden shift to remote work and education, a trend that is anticipated to persist longer-term given widespread adoption
- SaaS-based business models are continuing to be highly resilient and sought-after

## Quarterly M&A Deal Volume



Source: 451 Research

- **Significant software transactions included:**

- Clarivate's \$6.8 billion acquisition of CPA Global
- Roper's \$5.4 billion acquisition of Vertafore
- AVEVA's \$5.0 billion acquisition of OSIsoft

- **IPO and financing activity during the quarter was extremely robust**

- Snowflake, Rocket Companies and Palantir entered the public marketplace with over \$120 billion in combined market capitalization



# Public Markets Software Sectors



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## BI & Analytics



## Infrastructure



## Security



## Vertically Focused



## Diversified





















































































## Financial



# Public Markets Software Sectors



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Healthcare	ERP	Technical App	CRM/Marketing	SaaS		
<div> Allscripts®</div> <div> Castlight</div> <div> Cerner</div> <div> CHANGE HEALTHCARE</div> <div> cpsi</div> <div> evolent HEALTH</div> <div> HealthCatalyst ignite outcomes improvement</div> <div> HealthEquity®</div> <div> inovalon®</div> <div> IQVIA Model N</div> <div> nextgen. healthcare</div> <div> Phreesia</div> <div> S+ SimulationsPlus</div> <div> TabulaRasa HealthCare®</div> <div> Veeva</div>	<div> Anaplan</div> <div> CERIDIAN</div> <div> paycom®</div> <div> paylocity</div> <div> SAP®</div> <div> servicenow.</div> <div> shopify</div> <div> slack</div> <div> technologyone Transforming business, making life simple</div> <div> WiseTech GLOBAL</div> <div> workday.</div> <div> zendesk</div>	<div> ALTAIR</div> <div> ANSYS®</div> <div> aspentech</div> <div> AUTODESK.</div> <div> cadence</div> <div> ptc</div> <div> ROPER</div> <div> SYNOPSYS®</div> <div> Trimble</div>	<div> brightcover®</div> <div> cardlytics</div> <div> channeladvisor®</div> <div> HubSpot</div> <div> LIVEPERSON</div> <div> MEDALLIA</div> <div> NICE®</div> <div> PEGA</div> <div> salesforce</div> <div> sproutsocial</div> <div> SurveyMonkey®</div> <div> TechTarget</div> <div> upland</div> <div> VERINT</div> <div> yext</div>	<div> Anaplan</div> <div> appfolio™</div> <div> ATLASSIAN</div> <div> BLACKLINE</div> <div> box</div> <div> coupa</div> <div> DocuSign</div> <div> Dropbox</div> <div> everbridge®</div> <div> Five9™</div> <div> HubSpot</div> <div> mimecast®</div> <div> New Relic.</div> <div> okta</div> <div> paycom®</div> <div> paylocity</div> <div> PayPal</div> <div> PLURALSIGHT</div> <div> proofpoint.</div> <div> RingCentral®</div> <div> salesforce</div> <div> servicenow.</div> <div> shopify</div> <div> slack</div> <div> smartsheet</div> <div> Square</div> <div> twilio</div> <div> Wix</div> <div> workday.</div> <div> yext</div> <div> zendesk</div>		



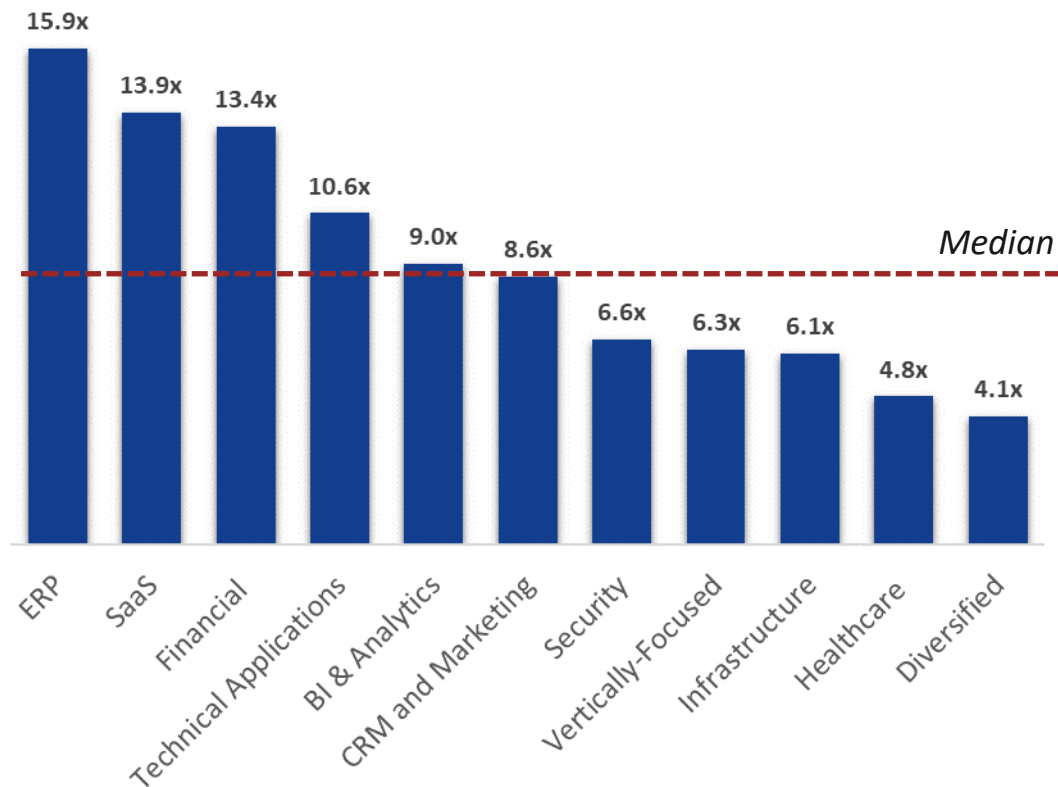
# Public Markets

## Valuation Multiples: EV to Revenue and EBITDA

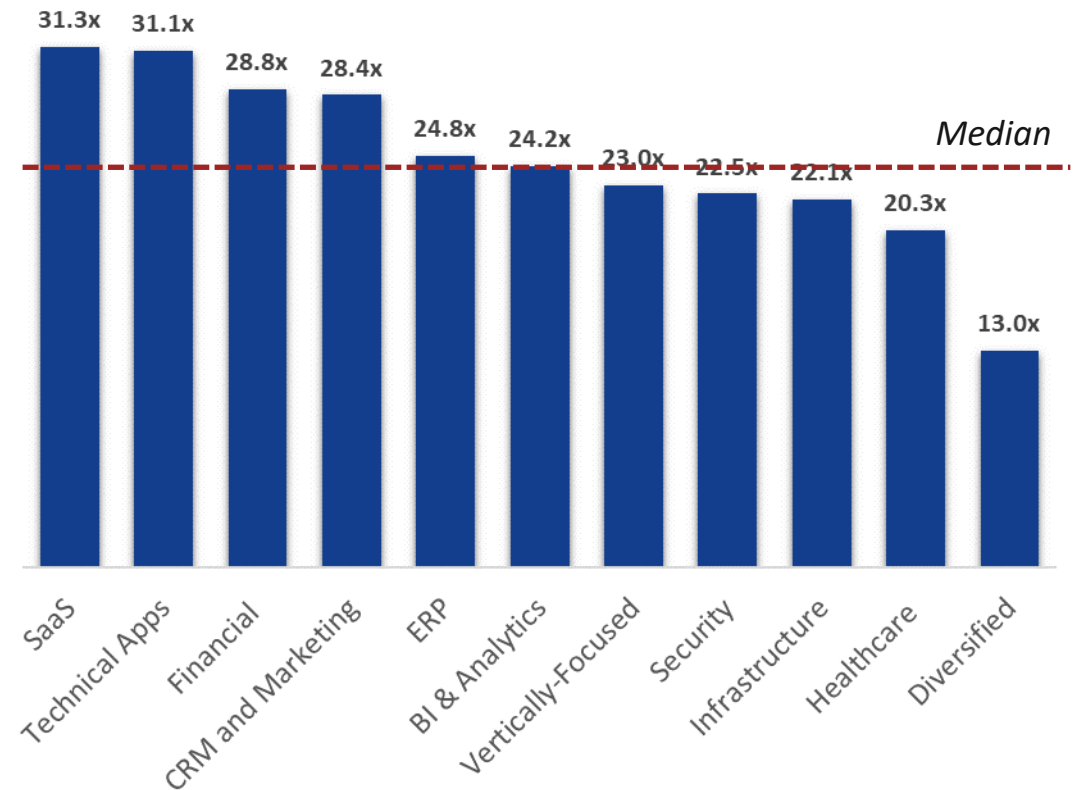


Solganick & Co.

EV / LTM Revenue (Sept. 2020)



EV / LTM EBITDA (Sept. 2020)



Source: CapitalIQ

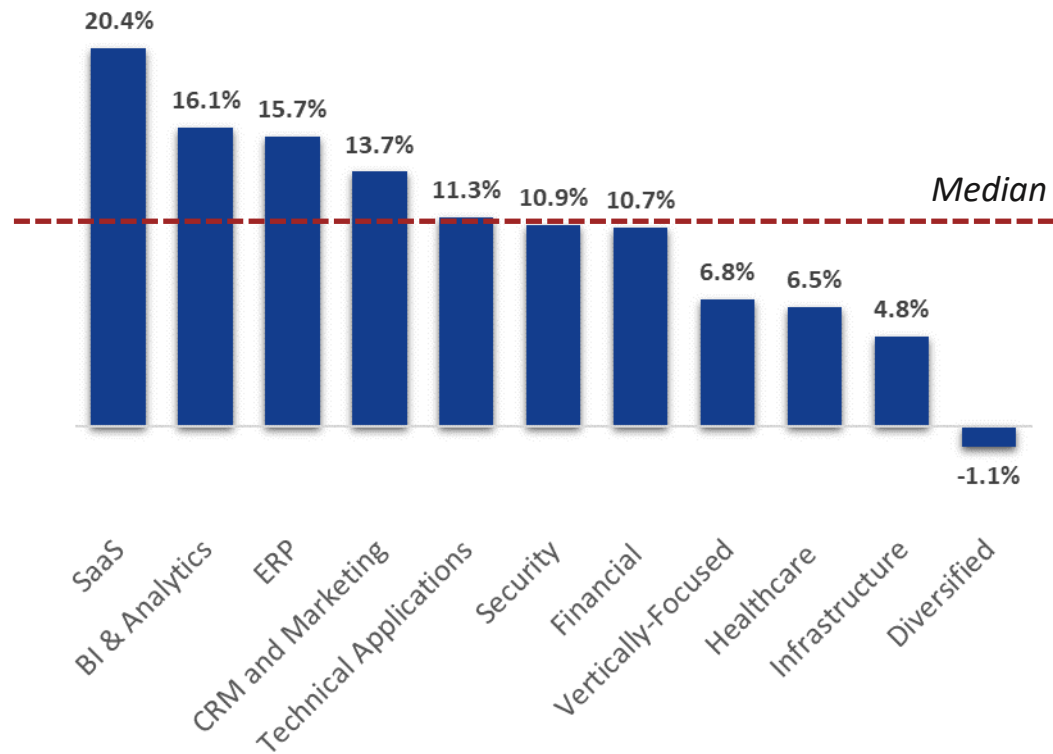
# Public Markets

## Revenue Growth and EBITDA Margins

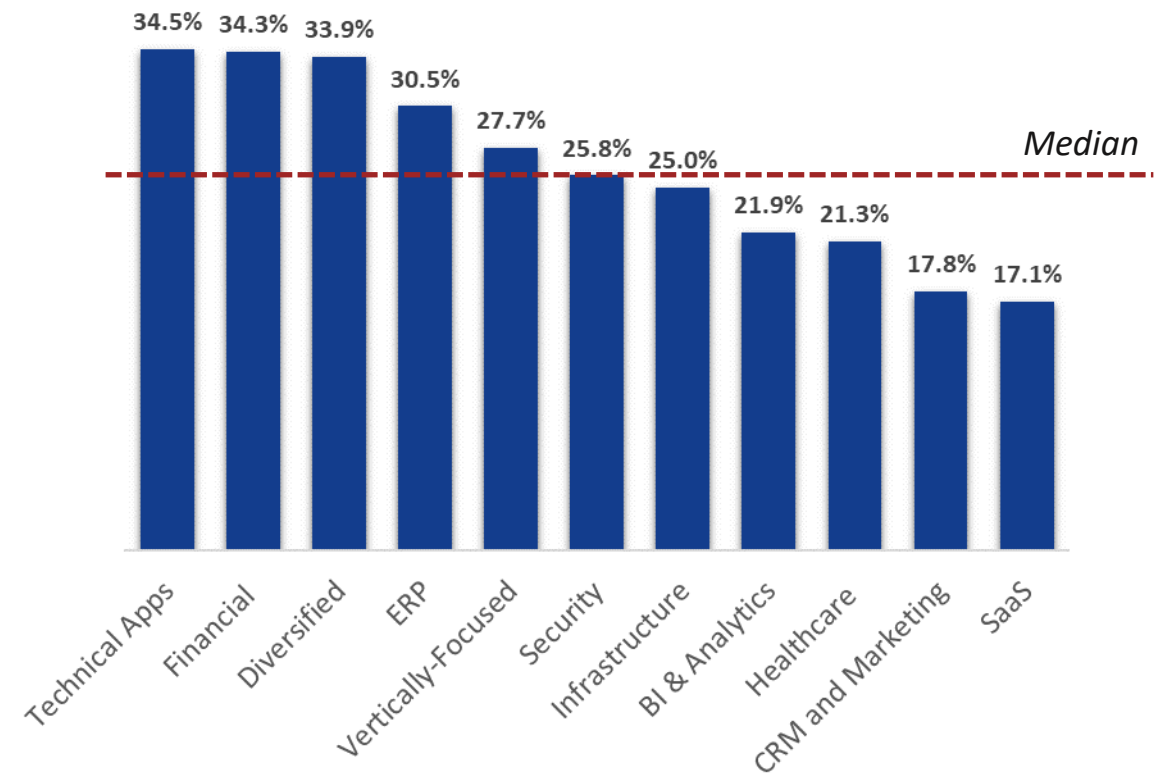


Solganick & Co.

Revenue Growth (Sept. 2020 NTM)



EBITDA Margin (Sept. 2020 LTM)



Source: CapitalIQ

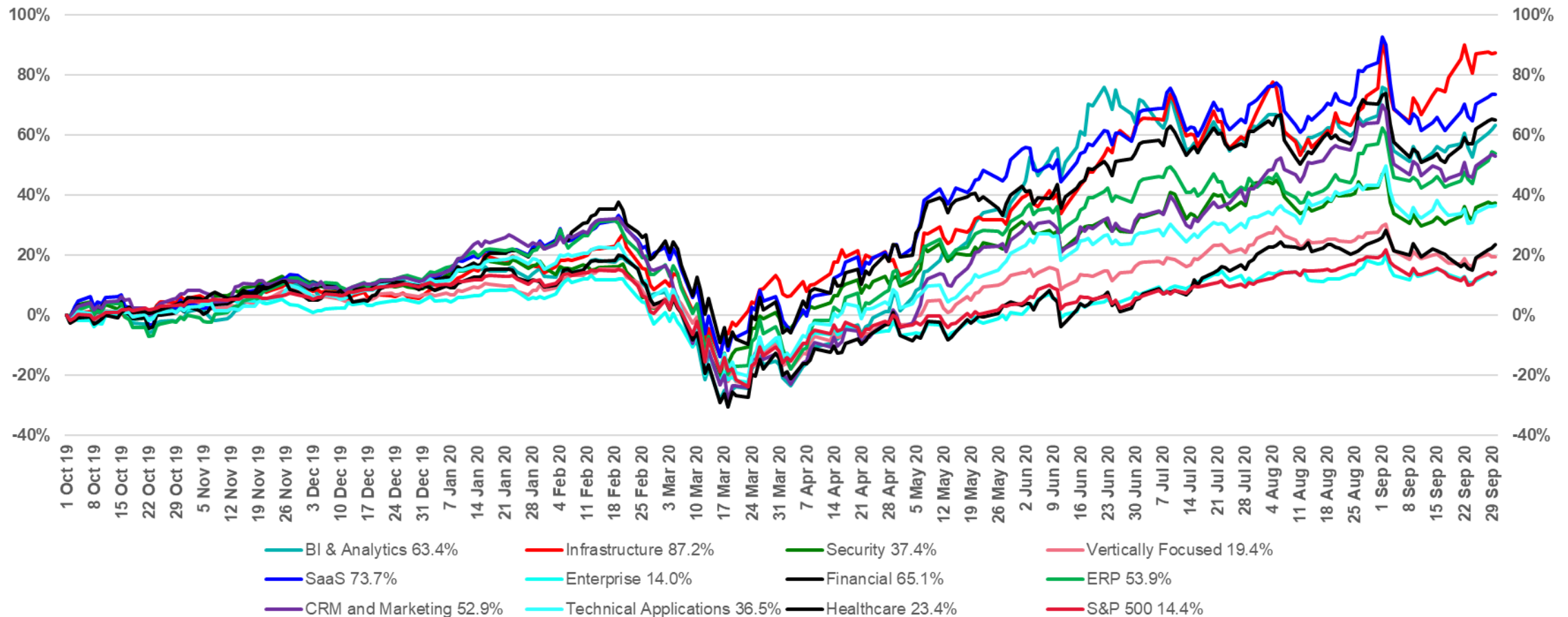
# Public Markets

## Market Returns by Sector, Last Twelve Months



Solganick & Co.











### Index Returns by Sector



Source: CapitalIQ















# M&A Activity

## Select M&A Transactions

Date	Target	Acquirer	Target Description	Transaction Size	EV/ Revenue Multiple
9/30/20		<b>nexus/ag</b>	RVC Medical IT is an independent software vendor offering a comprehensive Healthcare Enterprise Imaging software suite.	NA	NA
9/29/20			SaltStack intelligent IT automation software is used to help the largest businesses in the world manage and secure their digital infrastructure.	NA	NA
9/28/20		<b>ivanti</b>	MobileIron offers a mobile-centric, zero trust security approach that verifies user, device, application, network, and security threat.	\$872M	4.3x
9/28/20	<b>AWAKE</b>	<b>ARISTA</b>	Awake Security is a provider of an NTA solution that's capable of detecting and visualizing behavioral, mal-intent and compliance incidents.	\$185M	9.6x
9/21/20		 Microsoft	ZeniMax is a company connecting developers, artists, designers and programmers to create entertainment content.	\$7.5B	70.4x
9/14/20			Insurance Technologies provides innovative sales and regulatory automation solutions to the insurance and financial services industries.	NA	NA
9/8/20			Chef is a continuous automation platform powered by community and open-source software engines.	\$220M	3.2x

# M&A Activity














## Select M&A Transactions

Date	Target	Acquirer	Target Description	Transaction Size	EV/ Revenue Multiple
8/31/20			Rosetta Stone provides technology-based language learning solutions, including software, online services, and audio practice tools.	\$792M	4.0x
8/31/20			Epicor Software provides business software solutions to the manufacturing, distribution, retail, hospitality and services industries.	\$4.7B	5.9x
8/27/20			Open Systems International is a supplier company of open automation solutions for real-time management and optimization.	\$1.6B	9.6x
8/27/20			Signal Sciences is a software as a service platform providing security monitoring and defense for your web applications.	\$775M	31.0x
8/13/20			Vertafore provides software and critical information to solve business challenges and capture new opportunities in the insurance industry.	\$5.4B	9.0x
8/12/20			Linx Retail provides management software solutions for the retail market in Brazil and internationally through its subsidiaries.	\$1.1B	NA
7/31/20			Consignor Group is a software company focused on delivery management solutions for the e-commerce industry and industrial companies.	\$1.5B	NA












# M&A Activity

## Select M&A Transactions

Date	Target	Acquirer	Target Description	Transaction Size	EV/ Revenue Multiple
7/30/20	 <b>EPSi</b>	 <b>Strata Decision</b> TECHNOLOGY	EPSi is the industry leader in integrated financial decision support, budgeting and planning solutions for the healthcare delivery industry.	\$365M	NA
7/29/20	<b>CPA GLOBAL</b>	 <b>Clarivate™</b>	CPA Global provides intellectual property services. The transaction was a merger with Clarivate.	\$6.8B	12.1x
7/28/20	<b>REFLEXIS</b>	 <b>ZEBRA</b>	Reflexis provider of intelligent workforce management, execution and communication solutions for multi-site organizations.	\$575M	8.7x
7/27/20	 <b>optimalblue®</b>	 <b>BLACK KNIGHT™</b>	Optimal Blue is a provider of secondary market solutions and actionable data services.	\$1.8B	NA
7/20/20	 <b>DXC.technology</b>	 <b>Dedalus</b>	DXC Technology operates a digital health platform that helps in IT of hospital information systems. Sale of DXC's healthcare software.	\$525M	NA
7/20/20	 <b>MAJESCO</b>	 <b>THOMABRAVO</b>	Majesco a global provider of core insurance software, consulting and services for insurance business transformation.	\$594M	4.1x
7/20/20	 <b>OSIsoft.</b>	<b>AVEVA</b>	OSIsoft is a manufacturer of application software for real-time data infrastructure solutions.	\$5B	10.2x
7/13/20	 <b>silver peak®</b>	 <b>Hewlett Packard</b> Enterprise	Silver Peak is the global leader in broadband and hybrid WAN solutions.	\$925M	8.0x








# Public Markets

## Select IPOs

IPO Date	Company	Description	Amount Raised	Market Cap at IPO
9/30/20	 Palantir	Palantir Technologies Inc. develops software to analyze information. They offer solutions support many kinds of data including structured, unstructured, relational, temporal, and geospatial. Palantir Technologies serves customers worldwide.	Direct Listing	\$21.0B
9/17/20	 Sumo Logic	Sumo Logic, Inc. provides cloud-based log management and analytics services. They enable enterprises to collect and analyze machine data from virtual sources like servers and databases.	\$326M	\$2.7B
9/17/20	 Unity	Unity Software Inc. provides software solutions. They offer graphic tools to create, run, and monetize real-time 2D and 3D content for cell phones, tablets, PCs, and consoles.	\$1.3B	\$17.0B
9/16/20	 Snowflake	Snowflake Inc. provides software solutions. They develop database architecture, data warehouses, query optimization, and parallelization solutions.	\$3.4B	\$70.0B
9/16/20	 JFrog	Jfrog Inc was founded in 2012. The company's line of business includes providing computer programming services.	\$509M	\$5.7B
8/6/20	 Rocket Companies, Inc.	Rocket Companies, Inc. is a Michigan based holding company consisting of tech-driven real estate, mortgage and financial services businesses, including simple and fast digital solutions.	\$1.8B	\$36.0B
8/5/20	 Rackspace Technology	Rackspace Technology, Inc. provides information technology services. They offer managed cloud and hosting, compliance assistance, enterprise security, and data protection services.	\$704M	\$4.2B
7/14/20	 nCino	nCino, Inc. provides cloud banking solutions. They improve employee efficiency while enhancing the customer experience for onboarding, loans, and deposits across all lines of business.	\$250M	\$6.9B
7/2/20	 Lemonade	Lemonade, Inc. operates as an insurance company. They offer artificial intelligence (AI) based technology for fire, property, liability, and other related insurance policy settlements.	\$319M	\$3.0B

# Financing Activity

## Select Financing Deals

Date	Company	Lead Investor	Description	Size	Funding Round
9/24/20	 NUVIA	MITHRIL	Nuvia develops processors intended to create high-performance silicon design for a compute-intensive world. It designs processing chipsets for data center servers.	\$240M	Series B
9/23/20	 attentive®		Attentive is a personalized mobile messaging platform. Automatically sends engaging text messages to each subscriber at every step of the customer lifecycle.	\$230M	Series D
9/9/20	 sprinklr	HELLMAN & FRIEDMAN	Sprinklr is a provider of enterprise software for customer experience management. Its helps brands understand the conversations that matter most on channels like social media, messaging, blogs, and review sites.	\$200M	Private Equity
8/12/20			Gong.io provides a sales conversation intelligence platform created to improve sales calls and demos. Its sales platform utilizes artificial intelligence automatically to record, transcribe, and analyzes every sales call/conversation.	\$200M	Series D
7/3/20	 UiPath™	ALKEON CAPITAL MANAGEMENT	UiPath designs and develops robotic process automation software. Offers foolproof development tools, automation of intricate processes, enhanced control, cloud and on-premise deployment, and robust governance.	\$225M	Series E

## Solganick & Co. Team

# Solganick & Co. Team



Solganick & Co.



**Aaron Solganick**  
*CEO and Founder*

Possesses 25 years of experience in M&A and investment banking and has completed over \$8 billion in M&A and capital markets transactions. Prior to founding Solganick & Co. in 2009, Aaron held senior Investment banking positions with B. Riley FBR, KPMG Corporate Finance, SG Capital, Southwest Securities and Bear Sterns, all focused on Software and IT Services. Aaron also worked in Corporate Development/M&A for Perot Systems Corporation, an IT services and outsourcing firm later sold to Dell Computer Corp after its IPO. Aaron holds an MBA from Southern Methodist University (SMU Cox School of Business), his BBA in Finance from the University of North Texas and has completed Executive Education from Columbia University.



**William Billeaud**  
*Managing Director*

Bill is an investment banker, international business executive and investor bringing 30+ years of leadership experience, shaped by focus in Corporate Finance, Professional Services and IT. He is good at growing organizations rapidly, profitably and globally. He built 3 global businesses 100+ people, 90+ management consulting, IT and corporate finance projects worth +\$20M revenues, and successfully restructured the turnaround 4 PE portfolio companies, 110+% increase, \$30M revenues and 55% improvement to EBITDA. He graduated from the University of Illinois at Urbana-Campaign with a B.A. in Political Science, and has also attained an MBA from the Richard A. Chaifetz School of Business at Saint Louis University.



**Frank Grant**  
*Managing Director*

Frank advises entrepreneurs, emerging growth companies, venture capital firms and investors on strategic matters. Past clients have included Zillow, StubHub, eBay, Andreessen Horowitz, Benchmark Capital and Accel Partners. He is a member of the Yurok Tribe of California and advise companies on a wide range of tribal related matters, including federal Indian law, gaming, energy and other economic development opportunities. I coordinate on the formation of tribal economic development corporations and assist tribes with investing in business interests ranging from restaurants and hotels, to retail shopping centers and energy generation facilities. He earned an MBA from Stanford Graduate School of Business and a JD from Stanford Law School (with a B.A. from U.C. Berkeley).



# Solganick & Co. Team



Solganick & Co.



**Quan Vu**  
*Managing Director*

Quan is a Managing Director heading the firm's healthcare group. Previously, he was an investment banker with Morgan Stanley and Goldman Sachs where he worked on public and private healthcare M&A transactions for large enterprise clients. His strategy and corporate development experience include leadership roles at Amgen, Impact Laboratories, Anthem, and Opiant Pharmaceuticals. In corporate development, he was a Vice President for a publicly traded firm where he led all strategic M&A initiatives. In addition, Quan was an economic and strategy consultant for LEGC where he ran economic models and evaluated strategic growth initiatives for large clients. He received a BA in Economics at University of California Los Angeles, Summa Cum Laude.



**Cameron O'Leary**  
*Vice President*

Cameron focuses on buy-side and sell-side M&A in IT services, healthcare IT, software, and tech-enabled services companies. He is responsible for deal origination, management, sourcing buyers, valuations, and leading the entire M&A process from start to finish. Prior to Solganick & Co., he worked with investment bank, Harbor Ridge Capital, in Los Angeles, and private equity firm, Brook Venture Partners, in Boston. Cameron has completed numerous M&A transactions for mid-market enterprise clients. Cameron received his BA in Economics from the University of Colorado Boulder and is in the process of attaining his Master of Liberal Arts (ALM), Ext. Studies – Finance from Harvard University.



**Sam DiSalvo**  
*Vice President*

Sam is a Vice President leading the origination and management of the firm's healthcare group. Sam brings over 15 years of experience in healthcare investment banking, valuation, and financial advisory services. Prior to joining Solganick, Sam was a Vice President in the Mergers and Acquisitions practice of Kaufman, Hall & Associates, a fully integrated advisory services platform with a focus on the healthcare services sector. There he completed over 100 investment banking, strategic advisory, and valuation engagements. Sam started his career at Huron Consulting Group and Wellspring Partners in Chicago in its Business Valuation and Financial and Economic Consulting practice. He graduated Cum Laude with a Bachelor of Science in Business Administration from Miami University.

# Contact Us



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# Appendix

# Public Company Market Performance and Metrics

## Business Intelligence & Analytics

### BI & Analytics

BI & Analytics							EV/ Revenue				Revenue	EBITDA	
							Market Data (\$ millions)			Multiples		EV/ EBITDA Multiples	
Company	Ticker	Stock Price	Market Cap	Enterprise	Sept. 2020	Sept. 2020	Sept. 2020	Sept. 2020	Sept. 2020	Sept. 2020	Sept. 2020	Sept. 2020	
				Value	LTM Rev.	LTM EBITDA	LTM	NTM	LTM	NTM	NTM	NTM	
As of: 9/30/2020													
Cloudera, Inc.	CLDR	\$ 10.89	\$ 3,368	\$ 3,005	\$ 835	\$ (116)	3.6x	3.4x	NM	15.2x	5%	23%	
Datadog, Inc.	DDOG	\$ 102.16	\$ 30,989	\$ 30,150	\$ 540	\$ 27	62.7x	45.4x	NM	NM	38%	NM	
Domo, Inc.	DOMO	\$ 38.33	\$ 1,122	\$ 1,153	\$ 191	\$ (82)	6.0x	5.4x	NM	NM	13%	NM	
Dynatrace, Inc.	DT	\$ 41.02	\$ 11,530	\$ 11,838	\$ 618	\$ 116	20.5x	17.2x	NM	64.9x	19%	27%	
Elastic N.V.	ESTC	\$ 107.89	\$ 9,308	\$ 8,990	\$ 467	\$ (113)	19.3x	15.6x	NM	NM	24%	NM	
Inovalon Holdings, Inc.	INOV	\$ 26.45	\$ 4,109	\$ 5,055	\$ 651	\$ 190	7.7x	7.0x	26.3x	20.4x	10%	34%	
Medallia, Inc.	MDLA	\$ 27.42	\$ 4,033	\$ 3,747	\$ 441	\$ (121)	8.5x	7.5x	NM	117.1x	14%	6%	
New Relic, Inc.	NEWR	\$ 56.36	\$ 3,395	\$ 3,068	\$ 641	\$ (64)	4.9x	4.5x	NM	43.6x	11%	10%	
NICE Ltd.	NICE	\$ 773.90	\$ 48,549	\$ 46,853	\$ 1,644	\$ 460	8.4x	8.1x	30.1x	25.5x	4%	32%	
Palantir Technologies Inc.	PLTR	\$ 9.50	\$ 15,673	\$ 16,816	\$ 1,000	\$ (1,130)	18.7x	13.4x	NM	NM	39%	NM	
PagerDuty, Inc.	PD	\$ 27.11	\$ 2,153	\$ 1,797	\$ 189	\$ (43)	9.5x	7.9x	NM	NM	20%	NM	
Talend S.A.	TLND	\$ 39.04	\$ 1,232	\$ 1,227	\$ 276	\$ (50)	4.6x	4.1x	NM	NM	12%	NM	
Teradata Corporation	TDC	\$ 22.70	\$ 2,474	\$ 2,674	\$ 1,839	\$ 177	1.5x	1.5x	16.1x	6.7x	(0%)	22%	
Veritone, Inc.	VERI	\$ 9.16	\$ 253	\$ 203	\$ 53	\$ (43)	4.0x	3.4x	NM	NM	17%	NM	
Mean			\$ 9,871	\$ 9,755	\$ 670	\$ (57)	9.0x	7.6x	24.2x	22.3x	16%	22%	
Median			\$ 3,714	\$ 3,407	\$ 579	\$ (46)	8.0x	7.2x	26.3x	25.5x	13%	23%	

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x

# Public Company Market Performance and Metrics

## Infrastructure

### Infrastructure

Infrastructure							EV/ Revenue				Revenue	EBITDA
							Market Data (\$ millions)			Multiples		EV/ EBITDA Multiples
Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM	Sept. 2020 NTM
As of: 9/30/2020												
Akamai Technologies, Inc.	AKAM	\$ 110.54	\$ 17,985	\$ 18,279	\$ 3,124	\$ 1,204	6.0x	5.6x	15.9x	13.0x	7%	43%
Appian Corporation	APPN	\$ 64.75	\$ 4,523	\$ 4,319	\$ 292	\$ (27)	15.4x	14.4x	NM	NM	7%	NM
Citrix Systems, Inc.	CTXS	\$ 137.71	\$ 17,012	\$ 18,074	\$ 3,237	\$ 853	5.6x	5.7x	20.9x	18.0x	(2%)	32%
Cloudflare, Inc.	NET	\$ 41.06	\$ 12,553	\$ 11,895	\$ 389	\$ (43)	34.1x	25.4x	NM	NM	34%	NM
Commvault Systems, Inc.	CVLT	\$ 40.80	\$ 1,893	\$ 1,551	\$ 685	\$ 39	2.3x	2.3x	41.4x	12.9x	0%	18%
Fastly, Inc.	FSLY	\$ 93.68	\$ 9,840	\$ 9,486	\$ 267	\$ (39)	38.5x	27.7x	NM	NM	39%	NM
Juniper Networks, Inc.	JNPR	\$ 21.50	\$ 7,133	\$ 7,152	\$ 4,431	\$ 749	1.6x	1.6x	9.4x	7.8x	1%	20%
Limelight Networks, Inc.	LLNW	\$ 5.76	\$ 703	\$ 700	\$ 235	\$ 20	3.1x	2.8x	37.2x	19.9x	9%	14%
NetApp, Inc.	NTAP	\$ 43.84	\$ 9,733	\$ 8,875	\$ 5,479	\$ 1,180	1.6x	1.6x	7.5x	7.5x	(1%)	22%
Nutanix, Inc.	NTNX	\$ 22.18	\$ 4,595	\$ 4,518	\$ 1,308	\$ (710)	3.5x	3.5x	NM	NM	(0%)	NM
Verint Systems Inc.	VRNT	\$ 48.18	\$ 3,151	\$ 3,641	\$ 1,260	\$ 217	2.9x	2.8x	16.8x	11.0x	5%	25%
VeriSign, Inc.	VRSN	\$ 204.85	\$ 23,528	\$ 24,127	\$ 1,255	\$ 865	19.4x	18.8x	27.9x	26.6x	3%	71%
Zoom Video Communications, Inc.	ZM	\$ 470.11	\$ 133,709	\$ 132,300	\$ 1,347	\$ 261	98.3x	46.2x	NM	147.3x	113%	31%
Mean			\$ 18,951	\$ 18,840	\$ 1,793	\$ 351	6.1x	5.9x	22.1x	14.6x	16%	31%
Median			\$ 9,733	\$ 8,875	\$ 1,260	\$ 217	5.6x	5.6x	18.9x	13.0x	5%	25%

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x



# Public Company Market Performance and Metrics

## Cybersecurity

Security		Market Data (\$ millions)					EV/ Revenue Multiples		EV/ EBITDA Multiples		Revenue Growth	EBITDA Margin
Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM	Sept. 2020 NTM
As of: 9/30/2020												
Check Point Software Technologies Ltd.	CHKP	\$ 120.34	\$ 16,872	\$ 12,912	\$ 2,045	\$ 934	6.4x	6.2x	14.1x	12.7x	3%	49%
Citrix Systems, Inc.	CTXS	\$ 137.71	\$ 17,012	\$ 18,074	\$ 3,237	\$ 853	5.6x	5.7x	20.9x	18.0x	(2%)	32%
Cloudflare, Inc.	NET	\$ 41.06	\$ 12,553	\$ 11,895	\$ 389	\$ (43)	34.1x	25.4x	NM	NM	34%	NM
CrowdStrike Holdings, Inc.	CRWD	\$ 137.32	\$ 30,135	\$ 29,116	\$ 654	\$ (84)	44.5x	30.0x	NM	NM	48%	NM
CyberArk Software Ltd.	CYBR	\$ 103.42	\$ 4,006	\$ 3,389	\$ 450	\$ 31	7.5x	6.8x	63.8x	36.0x	10%	19%
F5 Networks, Inc.	FFIV	\$ 122.77	\$ 7,510	\$ 7,202	\$ 2,351	\$ 644	3.1x	3.0x	11.9x	8.8x	4%	34%
FireEye, Inc.	FEYE	\$ 12.35	\$ 2,762	\$ 2,870	\$ 928	\$ (41)	3.1x	3.1x	NM	19.8x	2%	16%
Fortinet, Inc.	FTNT	\$ 117.81	\$ 19,065	\$ 17,582	\$ 2,458	\$ 531	7.5x	6.5x	35.0x	22.6x	15%	29%
Mimecast Limited	MIME	\$ 46.92	\$ 2,970	\$ 2,993	\$ 462	\$ 99	6.8x	5.9x	33.7x	29.7x	15%	20%
MobileIron, Inc.	MOBL	\$ 7.01	\$ 831	\$ 756	\$ 213	\$ (34)	3.5x	3.7x	NM	NM	(5%)	NM
NortonLifeLock Inc.	NLOK	\$ 20.84	\$ 12,317	\$ 14,877	\$ 2,454	\$ 929	6.1x	5.9x	16.0x	11.3x	2%	53%
Okta, Inc.	OKTA	\$ 213.85	\$ 27,392	\$ 26,819	\$ 704	\$ (152)	38.1x	29.4x	NM	NM	30%	NM
Palo Alto Networks, Inc.	PANW	\$ 244.75	\$ 23,587	\$ 23,318	\$ 3,408	\$ 82	6.8x	5.8x	283.7x	25.2x	18%	23%
Proofpoint, Inc.	PFPT	\$ 105.55	\$ 6,084	\$ 5,947	\$ 1,018	\$ 31	6.1x	5.4x	257.6x	34.7x	13%	16%
Qualys, Inc.	QLYS	\$ 98.01	\$ 3,847	\$ 3,456	\$ 353	\$ 140	10.1x	9.1x	25.8x	21.5x	11%	42%
Splunk Inc.	SPLK	\$ 188.13	\$ 30,175	\$ 30,785	\$ 2,343	\$ (398)	13.1x	12.0x	NM	219.5x	9%	5%
Mean			\$ 13,570	\$ 13,249	\$ 1,467	\$ 220	6.6x	6.1x	22.5x	21.8x	13%	28%
Median			\$ 12,435	\$ 12,404	\$ 973	\$ 57	6.8x	6.1x	29.8x	22.1x	11%	26%

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x

# Public Company Market Performance and Metrics

## Vertically-Focused

### Vertically-Focused

Vertically-Focused								EV/ Revenue				Revenue	EBITDA
								Market Data (\$ millions)				Multiples	
Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM	Sept. 2020 NTM	
As of: 9/30/2020													
2U, Inc.	TWOU	\$ 33.86	\$ 2,411	\$ 2,561	\$ 722	\$ (65)	3.8x	3.2x	NM	127.4x	19%	2%	
Allscripts Healthcare Solutions, Inc.	MDRX	\$ 8.14	\$ 1,327	\$ 2,291	\$ 1,676	\$ 112	1.3x	1.3x	20.3x	7.3x	(1%)	19%	
Amdocs Limited	DOX	\$ 57.41	\$ 7,637	\$ 7,525	\$ 4,169	\$ 884	1.8x	1.8x	8.6x	7.3x	2%	24%	
AppFolio, Inc.	APPF	\$ 141.81	\$ 4,864	\$ 4,922	\$ 305	\$ 27	17.0x	13.9x	178.6x	79.7x	22%	17%	
Black Knight, Inc.	BKI	\$ 87.05	\$ 13,527	\$ 14,543	\$ 1,197	\$ 436	12.3x	11.1x	44.0x	22.4x	11%	49%	
Blackbaud, Inc.	BLKB	\$ 55.83	\$ 2,694	\$ 3,262	\$ 908	\$ 150	3.6x	3.6x	22.3x	14.6x	(1%)	25%	
Castlight Health, Inc.	CSLT	\$ 1.13	\$ 170	\$ 143	\$ 146	\$ (11)	1.0x	1.2x	NM	NM	(17%)	NM	
CDK Global, Inc.	CDK	\$ 43.59	\$ 5,298	\$ 7,835	\$ 1,959	\$ 641	4.0x	4.0x	11.2x	10.6x	0%	38%	
Cerner Corporation	CERN	\$ 72.29	\$ 22,076	\$ 23,152	\$ 5,553	\$ 1,284	4.1x	4.1x	19.2x	12.8x	0%	32%	
CoreLogic, Inc.	CLGX	\$ 67.67	\$ 5,379	\$ 6,910	\$ 1,849	\$ 483	3.8x	3.5x	14.8x	11.3x	8%	31%	
Danaher Corporation	DHR	\$ 215.33	\$ 152,757	\$ 173,778	\$ 18,887	\$ 4,887	9.2x	7.5x	35.6x	26.4x	23%	28%	
Envestnet, Inc.	ENV	\$ 77.16	\$ 4,149	\$ 4,736	\$ 974	\$ 168	4.9x	4.6x	31.3x	20.7x	8%	22%	
Guidewire Software, Inc.	GWRE	\$ 104.27	\$ 8,704	\$ 8,020	\$ 742	\$ 38	10.8x	11.0x	211.5x	NM	(2%)	NM	
HealthStream, Inc.	HSTM	\$ 20.07	\$ 642	\$ 527	\$ 246	\$ 41	2.1x	2.4x	12.7x	16.6x	(12%)	15%	
RealPage, Inc.	RP	\$ 57.64	\$ 5,698	\$ 6,390	\$ 1,115	\$ 206	6.0x	5.3x	32.7x	19.5x	13%	27%	
Roper Technologies, Inc.	ROP	\$ 395.11	\$ 41,372	\$ 45,368	\$ 5,417	\$ 1,937	8.4x	7.5x	23.7x	20.5x	11%	37%	
Tyler Technologies, Inc.	TYL	\$ 348.56	\$ 14,026	\$ 13,643	\$ 1,122	\$ 230	12.3x	11.6x	62.1x	40.5x	6%	29%	
Veeva Systems Inc.	VEEV	\$ 281.19	\$ 42,411	\$ 40,973	\$ 1,283	\$ 359	31.9x	26.5x	114.2x	68.8x	21%	38%	
Mean			\$ 18,619	\$ 20,366	\$ 2,682	\$ 656	6.3x	5.7x	23.0x	17.7x	6%	27%	
Median			\$ 5,539	\$ 7,218	\$ 1,159	\$ 218	4.5x	4.4x	27.5x	20.0x	7%	28%	

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/EBITDA multiples exceeding 50x

# Public Company Market Performance and Metrics

## Diversified

<b>Diversified</b>		<b>Market Data (\$ millions)</b>					<b>EV/ Revenue Multiples</b>		<b>EV/ EBITDA Multiples</b>		<b>Revenue Growth</b>	<b>EBITDA Margin</b>
<b>Company Name</b>	<b>Ticker</b>	<b>Stock Price</b>	<b>Market Cap</b>	<b>Enterprise Value</b>	<b>Sept. 2020 LTM Rev.</b>	<b>Sept. 2020 LTM EBITDA</b>	<b>Sept. 2020 LTM</b>	<b>Sept. 2020 NTM</b>	<b>Sept. 2020 LTM</b>	<b>Sept. 2020 NTM</b>	<b>Sept. 2020 NTM</b>	<b>Sept. 2020 NTM</b>
As of: 9/30/2020												
Cisco Systems, Inc.	CSCO	\$ 39.39	\$ 166,755	\$ 152,915	\$ 49,301	\$ 16,476	3.1x	3.2x	9.3x	8.8x	(2%)	36%
Dell Technologies Inc.	DELL	\$ 67.69	\$ 50,545	\$ 100,072	\$ 91,506	\$ 9,368	1.1x	1.1x	10.7x	8.9x	(2%)	12%
HP Inc.	HPQ	\$ 18.99	\$ 26,083	\$ 28,822	\$ 56,788	\$ 5,236	0.5x	0.5x	5.5x	6.4x	(1%)	8%
International Business Machines Corporation	IBM	\$ 121.67	\$ 108,357	\$ 164,155	\$ 75,030	\$ 17,930	2.2x	2.2x	9.2x	8.5x	(1%)	26%
Microsoft Corporation	MSFT	\$ 210.33	\$1,591,704	\$1,537,322	\$ 147,114	\$ 70,199	10.7x	9.8x	22.8x	21.0x	10%	47%
Oracle Corporation	ORCL	\$ 59.70	\$ 179,750	\$ 208,862	\$ 39,217	\$ 16,789	5.3x	5.2x	12.4x	10.7x	2%	49%
SAP SE	SAP	\$ 132.76	\$ 158,094	\$ 167,636	\$ 27,840	\$ 7,570	6.0x	5.8x	21.4x	17.0x	3%	34%
<b>Mean</b>			\$ 325,898	\$ 337,112	\$ 69,542	\$ 20,510	4.1x	4.0x	13.0x	11.6x	1%	30%
<b>Median</b>			\$ 158,094	\$ 164,155	\$ 56,788	\$ 16,476	3.1x	3.2x	10.7x	8.9x	(1%)	34%

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x

# Public Company Market Performance and Metrics

## Financial



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### Financial

Financial		Market Data (\$ millions)					EV/ Revenue				Revenue	EBITDA	
							Multiples		EV/ EBITDA Multiples		Growth	Margin	
		Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM
As of: 9/30/2020													
Anaplan, Inc.	PLAN	\$ 62.58	\$ 8,747	\$ 8,495	\$ 398	\$ (119)	21.3x	17.4x	NM	NM	23%	NM	
Bill.com Holdings, Inc.	BILL	\$ 100.31	\$ 8,043	\$ 7,348	\$ 169	\$ (28)	46.6x	39.8x	NM	NM	17%	NM	
BlackLine, Inc.	BL	\$ 89.63	\$ 5,100	\$ 4,889	\$ 336	\$ 6	15.2x	13.5x	NM	122.1x	13%	11%	
Coupa Software Incorporated	COUP	\$ 274.24	\$ 18,881	\$ 19,029	\$ 458	\$ (31)	41.5x	34.5x	NM	180.4x	20%	19%	
Fiserv, Inc.	FISV	\$ 103.05	\$ 69,007	\$ 91,715	\$ 15,065	\$ 4,850	6.4x	5.8x	20.2x	15.1x	9%	39%	
Intuit Inc.	INTU	\$ 326.21	\$ 85,404	\$ 81,990	\$ 7,679	\$ 2,432	10.7x	9.9x	33.7x	26.2x	7%	38%	
Jack Henry & Associates, Inc.	JKHY	\$ 162.59	\$ 12,461	\$ 12,316	\$ 1,711	\$ 463	7.3x	7.0x	26.6x	22.8x	4%	31%	
MSCI Inc.	MSCI	\$ 356.78	\$ 29,840	\$ 31,998	\$ 1,658	\$ 954	19.7x	18.2x	34.5x	32.2x	8%	57%	
Mean			\$ 29,685	\$ 32,223	\$ 3,434	\$ 1,066	13.4x	12.0x	28.8x	24.1x	13%	32%	
Median			\$ 15,671	\$ 15,673	\$ 1,058	\$ 235	17.4x	15.5x	30.2x	29.2x	11%	34%	

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x

# Public Company Market Performance and Metrics

## Healthcare

Healthcare		Market Data (\$ millions)					EV/ Revenue Multiples		EV/ EBITDA Multiples		Revenue Growth	EBITDA Margin
Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM	Sept. 2020 NTM
As of: 9/30/2020												
Allscripts Healthcare Solutions, Inc.	MDRX	\$ 8.14	\$ 1,327	\$ 2,291	\$ 1,676	\$ 112	1.3x	1.3x	20.3x	7.3x	(1%)	19%
Castlight Health, Inc.	CSLT	\$ 1.13	\$ 170	\$ 143	\$ 146	\$ (11)	1.0x	1.2x	NM	NM	(17%)	NM
Cerner Corporation	CERN	\$ 72.29	\$ 22,076	\$ 23,152	\$ 5,553	\$ 1,284	4.1x	4.1x	19.2x	12.8x	0%	32%
Change Healthcare Inc.	CHNG	\$ 14.51	\$ 4,415	\$ 9,467	\$ 1,647	\$ (389)	10.6x	2.9x	NM	9.7x	264%	30%
Computer Programs and Systems, Inc.	CPSI	\$ 27.61	\$ 389	\$ 480	\$ 268	\$ 36	1.8x	1.8x	13.3x	9.9x	1%	18%
Evolent Health, Inc.	EVH	\$ 12.41	\$ 1,063	\$ 1,338	\$ 987	\$ 28	1.4x	1.3x	112.2x	37.7x	6%	4%
Health Catalyst, Inc.	HCAT	\$ 36.60	\$ 1,453	\$ 1,280	\$ 179	\$ (52)	7.5x	6.5x	NM	NM	15%	NM
HealthEquity, Inc.	HQY	\$ 51.37	\$ 3,948	\$ 4,780	\$ 724	\$ 216	6.6x	6.4x	22.1x	21.8x	3%	29%
Inovalon Holdings, Inc.	INOV	\$ 26.45	\$ 4,109	\$ 5,055	\$ 651	\$ 190	7.7x	7.0x	26.3x	20.4x	10%	34%
IQVIA Holdings Inc.	IQV	\$ 157.63	\$ 30,150	\$ 42,074	\$ 10,956	\$ 1,973	3.8x	3.6x	21.4x	17.0x	6%	21%
Model N, Inc.	MODN	\$ 35.28	\$ 1,219	\$ 1,143	\$ 161	\$ 2	7.3x	6.8x	NM	54.0x	8%	13%
NextGen Healthcare, Inc.	NXGN	\$ 12.74	\$ 849	\$ 883	\$ 545	\$ 44	1.6x	1.6x	20.6x	9.1x	1%	18%
Phreesia, Inc.	PHR	\$ 32.13	\$ 1,220	\$ 1,167	\$ 134	\$ (7)	8.7x	7.6x	NM	217.3x	15%	3%
Simulations Plus, Inc.	SLP	\$ 75.36	\$ 1,500	\$ 1,493	\$ 42	\$ 15	37.3x	31.3x	98.1x	71.9x	19%	44%
Tabula Rasa HealthCare, Inc.	TRHC	\$ 40.77	\$ 882	\$ 1,102	\$ 293	\$ (5)	3.7x	3.3x	NM	28.8x	11%	12%
Veeva Systems Inc.	VEEV	\$ 281.19	\$ 42,411	\$ 40,973	\$ 1,283	\$ 359	31.9x	26.5x	114.2x	68.8x	21%	38%
Mean			\$ 7,324	\$ 8,551	\$ 1,578	\$ 237	4.8x	4.0x	20.5x	17.4x	23%	22%
Median			\$ 1,390	\$ 1,415	\$ 598	\$ 32	5.4x	3.9x	21.8x	21.1x	7%	20%

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x



# Public Company Market Performance and Metrics

## ERP

ERP		Market Data (\$ millions)					EV/ Revenue Multiples		EV/ EBITDA Multiples		Revenue Growth	EBITDA Margin
Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM	Sept. 2020 NTM
As of: 9/30/2020												
Anaplan, Inc.	PLAN	\$ 62.58	\$ 8,747	\$ 8,495	\$ 398	\$ (119)	21.3x	17.4x	NM	NM	23%	NM
Ceridian HCM Holding Inc.	CDAY	\$ 82.65	\$ 12,151	\$ 12,636	\$ 842	\$ 99	15.1x	14.3x	113.3x	78.7x	5%	18%
Paycom Software, Inc.	PAYC	\$ 311.30	\$ 17,932	\$ 17,872	\$ 814	\$ 252	22.6x	19.9x	67.2x	53.2x	13%	37%
Paylocity Holding Corporation	PCTY	\$ 161.42	\$ 8,687	\$ 8,583	\$ 570	\$ 99	15.3x	13.9x	84.6x	57.8x	10%	24%
SAP SE	SAP	\$ 132.76	\$ 158,094	\$ 167,636	\$ 27,840	\$ 7,570	6.0x	5.8x	21.4x	17.0x	3%	34%
ServiceNow, Inc.	NOW	\$ 485.00	\$ 93,023	\$ 91,879	\$ 4,221	\$ 603	23.2x	18.8x	162.7x	61.4x	24%	31%
Shopify Inc.	SHOP	\$ 1,022.97	\$ 124,677	\$ 120,830	\$ 2,457	\$ 94	58.1x	41.4x	NM	NM	40%	NM
Slack Technologies, Inc.	WORK	\$ 26.86	\$ 15,324	\$ 14,654	\$ 768	\$ (228)	19.1x	14.8x	NM	NM	29%	NM
Technology One Limited	ASX: TNE	\$ 7.94	\$ 2,535	\$ 2,482	\$ 294	\$ 88	8.4x	7.8x	28.2x	22.7x	8%	34%
WiseTech Global Limited	ASX: WTC	\$ 25.79	\$ 8,311	\$ 8,132	\$ 429	\$ 112	18.9x	16.2x	72.5x	47.6x	17%	34%
Workday, Inc.	WDAY	\$ 215.13	\$ 51,020	\$ 50,404	\$ 3,995	\$ 80	12.6x	11.0x	NM	44.3x	15%	25%
Zendesk, Inc.	ZEN	\$ 102.92	\$ 11,880	\$ 11,729	\$ 976	\$ (62)	12.7x	10.5x	NM	103.1x	21%	10%
Mean			\$ 42,699	\$ 42,944	\$ 3,634	\$ 716	15.9x	13.7x	24.8x	32.9x	17%	28%
Median			\$ 13,738	\$ 13,645	\$ 828	\$ 97	17.1x	14.5x	72.5x	53.2x	16%	31%

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x

# Public Company Market Performance and Metrics

## Technical Applications

### Technical Applications

Technical Applications							EV/ Revenue				Revenue	EBITDA			
							Market Data (\$ millions)			Multiples		EV/ EBITDA Multiples		Growth	Margin
										Sept. 2020	Sept. 2020	Sept. 2020	Sept. 2020	Sept. 2020	Sept. 2020
Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM	Sept. 2020 NTM			
As of: 9/30/2020															
Altair Engineering Inc.	ALTR	\$ 41.98	\$ 3,069	\$ 3,036	\$ 460	\$ 42	6.7x	6.5x	82.2x	91.8x	2%	7%			
ANSYS, Inc.	ANSS	\$ 327.23	\$ 28,073	\$ 27,874	\$ 1,544	\$ 511	18.3x	16.5x	53.5x	37.9x	11%	43%			
Aspen Technology, Inc.	AZPN	\$ 126.59	\$ 8,573	\$ 8,752	\$ 590	\$ 268	14.8x	12.0x	32.7x	21.6x	23%	56%			
Autodesk, Inc.	ADSK	\$ 231.01	\$ 50,656	\$ 51,219	\$ 3,541	\$ 737	14.5x	12.7x	69.5x	37.0x	14%	34%			
Cadence Design Systems, Inc.	CDNS	\$ 106.63	\$ 29,728	\$ 29,235	\$ 2,523	\$ 730	12.0x	10.8x	42.9x	28.8x	11%	37%			
PTC Inc.	PTC	\$ 82.72	\$ 9,605	\$ 10,511	\$ 1,458	\$ 389	7.5x	7.0x	30.3x	21.5x	7%	32%			
Roper Technologies, Inc.	ROP	\$ 395.11	\$ 41,372	\$ 45,368	\$ 5,417	\$ 1,937	8.4x	7.5x	23.7x	20.5x	11%	37%			
Synopsys, Inc.	SNPS	\$ 213.98	\$ 32,474	\$ 32,103	\$ 3,511	\$ 856	9.1x	8.1x	37.5x	24.9x	13%	32%			
Trimble Inc.	TRMB	\$ 48.70	\$ 12,186	\$ 13,935	\$ 3,134	\$ 717	4.4x	4.5x	19.4x	20.0x	(0%)	22%			
Mean			\$ 23,971	\$ 24,670	\$ 2,464	\$ 687	10.6x	9.5x	31.1x	26.5x	10%	34%			
Median			\$ 28,073	\$ 27,874	\$ 2,523	\$ 717	9.1x	8.1x	37.5x	24.9x	11%	34%			

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x

# Public Company Market Performance and Metrics

## CRM and Marketing



Solganick & Co.

### CRM and Marketing

CRM and Marketing							EV/ Revenue				Revenue	EBITDA	
							Market Data (\$ millions)			Multiples		EV/ EBITDA Multiples	
Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM	Sept. 2020 NTM	
As of: 9/30/2020													
Brightcove Inc.	BCOV	\$ 10.24	\$ 404	\$ 395	\$ 191	\$ 11	2.1x	2.1x	42.2x	42.5x	2%	5%	
Cardlytics, Inc.	CDLX	\$ 70.57	\$ 1,926	\$ 1,841	\$ 189	\$ (33)	9.2x	9.2x	NM	NM	1%	NM	
ChannelAdvisor Corporation	ECOM	\$ 14.47	\$ 415	\$ 364	\$ 140	\$ 29	2.7x	2.5x	12.9x	10.9x	5%	23%	
HubSpot, Inc.	HUBS	\$ 292.23	\$ 13,315	\$ 12,952	\$ 817	\$ 6	17.0x	14.3x	NM	135.5x	19%	11%	
LivePerson, Inc.	LPSN	\$ 51.99	\$ 3,440	\$ 3,469	\$ 344	\$ (35)	10.7x	8.8x	NM	145.4x	21%	6%	
Medallia, Inc.	MDLA	\$ 27.42	\$ 4,033	\$ 3,747	\$ 441	\$ (121)	8.5x	7.5x	NM	117.1x	14%	6%	
NICE Ltd.	NICE	\$ 773.90	\$ 48,549	\$ 46,853	\$ 1,644	\$ 460	8.4x	8.1x	30.1x	25.5x	4%	32%	
Pegasystems Inc.	PEGA	\$ 121.04	\$ 9,733	\$ 9,793	\$ 995	\$ (93)	9.9x	8.5x	NM	189.0x	17%	4%	
salesforce.com, inc.	CRM	\$ 251.32	\$ 228,701	\$ 225,606	\$ 19,380	\$ 3,120	11.6x	10.1x	72.3x	33.6x	16%	30%	
Sprout Social, Inc.	SPT	\$ 38.50	\$ 2,025	\$ 1,921	\$ 124	\$ (43)	16.5x	13.3x	NM	NM	24%	NM	
SVMK Inc.	SVMK	\$ 22.11	\$ 3,102	\$ 3,226	\$ 359	\$ (48)	9.4x	7.9x	NM	63.7x	20%	12%	
TechTarget, Inc.	TTGT	\$ 43.96	\$ 1,211	\$ 1,208	\$ 138	\$ 33	8.9x	8.4x	37.1x	25.6x	6%	33%	
Upland Software, Inc.	UPLD	\$ 37.70	\$ 1,108	\$ 1,591	\$ 280	\$ 51	6.1x	5.6x	31.5x	16.9x	8%	33%	
Verint Systems Inc.	VRNT	\$ 48.18	\$ 3,151	\$ 3,641	\$ 1,260	\$ 217	2.9x	2.8x	16.8x	11.0x	5%	25%	
Yext, Inc.	YEXT	\$ 15.18	\$ 1,816	\$ 1,723	\$ 331	\$ (91)	5.2x	4.5x	NM	NM	17%	NM	
Mean			\$ 21,529	\$ 21,222	\$ 1,776	\$ 231	8.6x	7.6x	28.4x	23.7x	12%	18%	
Median			\$ 3,102	\$ 3,226	\$ 344	\$ 6	8.9x	8.1x	31.5x	38.0x	14%	18%	

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x

# Public Company Market Performance and Metrics

## SaaS

SaaS		Market Data (\$ millions)					EV/ Revenue Multiples		EV/ EBITDA Multiples		Revenue Growth	EBITDA Margin
Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM	Sept. 2020 NTM
As of: 9/30/2020												
Anaplan, Inc.	PLAN	\$ 62.58	\$ 8,747	\$ 8,495	\$ 398	\$ (119)	21.3x	17.4x	NM	NM	23%	NM
AppFolio, Inc.	APPF	\$ 141.81	\$ 4,864	\$ 4,922	\$ 305	\$ 27	17.0x	13.9x	178.6x	79.7x	22%	17%
Atlassian Corporation Plc	TEAM	\$ 181.79	\$ 45,077	\$ 43,975	\$ 1,710	\$ 97	27.2x	22.9x	NM	89.8x	19%	25%
BlackLine, Inc.	BL	\$ 89.63	\$ 5,100	\$ 4,889	\$ 336	\$ 6	15.2x	13.5x	NM	122.1x	13%	11%
Box, Inc.	BOX	\$ 17.36	\$ 2,718	\$ 2,900	\$ 737	\$ 18	3.9x	3.6x	163.7x	16.2x	9%	22%
Coupa Software Incorporated	COUP	\$ 274.24	\$ 18,881	\$ 19,029	\$ 458	\$ (31)	41.5x	34.5x	NM	180.4x	20%	19%
DocuSign, Inc.	DOCU	\$ 215.24	\$ 39,855	\$ 39,868	\$ 1,164	\$ (101)	34.3x	24.9x	NM	208.0x	37%	12%
Dropbox, Inc.	DBX	\$ 19.26	\$ 7,961	\$ 7,934	\$ 1,856	\$ 322	4.4x	4.0x	28.9x	14.4x	11%	28%
Everbridge, Inc.	EVBG	\$ 125.73	\$ 4,348	\$ 4,326	\$ 253	\$ (39)	18.5x	14.6x	NM	280.2x	27%	5%
Five9, Inc.	FIVN	\$ 129.68	\$ 8,473	\$ 8,360	\$ 399	\$ 17	22.5x	19.5x	NM	116.1x	16%	17%
HubSpot, Inc.	HUBS	\$ 292.23	\$ 13,315	\$ 12,952	\$ 817	\$ 6	17.0x	14.3x	NM	135.5x	19%	11%
Mimecast Limited	MIME	\$ 46.92	\$ 2,970	\$ 2,993	\$ 462	\$ 99	6.8x	5.9x	33.7x	29.7x	15%	20%
New Relic, Inc.	NEWR	\$ 56.36	\$ 3,395	\$ 3,068	\$ 641	\$ (64)	4.9x	4.5x	NM	43.6x	11%	10%
Okta, Inc.	OKTA	\$ 213.85	\$ 27,392	\$ 26,819	\$ 704	\$ (152)	38.1x	29.4x	NM	NM	30%	NM
Mean			\$ 36,725	\$ 36,159	\$ 2,483	\$ 249	13.9x	12.7x	31.3x	31.4x	21%	18%
Median			\$ 13,315	\$ 12,952	\$ 814	\$ 6	16.8x	13.9x	78.5x	84.8x	20%	17%

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x

Table continued on following page

# Public Company Market Performance and Metrics

## SaaS

SaaS		Market Data (\$ millions)					EV/ Revenue Multiples		EV/ EBITDA Multiples		Revenue Growth	EBITDA Margin
Company Name	Ticker	Stock Price	Market Cap	Enterprise Value	Sept. 2020 LTM Rev.	Sept. 2020 LTM EBITDA	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 LTM	Sept. 2020 NTM	Sept. 2020 NTM	Sept. 2020 NTM
As of: 9/30/2020												
Paycom Software, Inc.	PAYC	\$ 311.30	\$ 17,932	\$ 17,872	\$ 814	\$ 252	22.6x	19.9x	67.2x	53.2x	13%	37%
Paylocity Holding Corporation	PCTY	\$ 161.42	\$ 8,687	\$ 8,583	\$ 570	\$ 99	15.3x	13.9x	84.6x	57.8x	10%	24%
PayPal Holdings, Inc.	PYPL	\$ 197.03	\$ 231,175	\$ 227,845	\$ 20,299	\$ 4,184	11.9x	9.7x	59.9x	34.4x	22%	28%
Pluralsight, Inc.	PS	\$ 17.13	\$ 1,917	\$ 2,127	\$ 376	\$ (115)	5.9x	5.2x	NM	NM	14%	NM
Proofpoint, Inc.	PFPT	\$ 105.55	\$ 6,084	\$ 5,947	\$ 1,018	\$ 31	6.1x	5.4x	257.6x	34.7x	13%	16%
RingCentral, Inc.	RNG	\$ 274.61	\$ 24,429	\$ 24,749	\$ 1,102	\$ (9)	24.0x	19.6x	NM	150.8x	22%	13%
salesforce.com, inc.	CRM	\$ 251.32	\$ 228,701	\$ 225,606	\$ 19,380	\$ 3,120	11.6x	10.1x	72.3x	33.6x	16%	30%
ServiceNow, Inc.	NOW	\$ 485.00	\$ 93,023	\$ 91,879	\$ 4,221	\$ 603	23.2x	18.8x	162.7x	61.4x	24%	31%
Shopify Inc.	SHOP	\$ 1,022.97	\$ 124,677	\$ 120,830	\$ 2,457	\$ 94	58.1x	41.4x	NM	NM	40%	NM
Slack Technologies, Inc.	WORK	\$ 26.86	\$ 15,324	\$ 14,654	\$ 768	\$ (228)	19.1x	14.8x	NM	NM	29%	NM
Smartsheet Inc.	SMAR	\$ 49.42	\$ 5,961	\$ 5,486	\$ 327	\$ (85)	16.8x	13.2x	NM	NM	27%	NM
Square, Inc.	SQ	\$ 162.55	\$ 72,096	\$ 72,064	\$ 7,652	\$ 86	12.2x	8.3x	NM	141.6x	48%	6%
Twilio Inc.	TWLO	\$ 247.09	\$ 36,618	\$ 35,410	\$ 1,545	\$ (219)	25.4x	19.9x	NM	262.5x	28%	8%
Wix.com Ltd.	WIX	\$ 254.85	\$ 14,047	\$ 13,503	\$ 911	\$ (121)	15.8x	12.3x	NM	91.7x	28%	13%
Workday, Inc.	WDAY	\$ 215.13	\$ 51,020	\$ 50,404	\$ 3,995	\$ 80	12.6x	11.0x	NM	44.3x	15%	25%
Yext, Inc.	YEXT	\$ 15.18	\$ 1,816	\$ 1,723	\$ 331	\$ (91)	5.2x	4.5x	NM	NM	17%	NM
Zendesk, Inc.	ZEN	\$ 102.92	\$ 11,880	\$ 11,729	\$ 976	\$ (62)	12.7x	10.5x	NM	103.1x	21%	10%
Adjusted Mean			\$ 36,725	\$ 36,159	\$ 2,483	\$ 249	13.9x	12.7x	31.3x	31.4x	21%	18%
Median			\$ 13,315	\$ 12,952	\$ 814	\$ 6	16.8x	13.9x	78.5x	84.8x	20%	17%

Source: CapitalIQ

Note: Averages shown exclude EV/Revenue multiples exceeding 25x and exclude EV/ EBITDA multiples exceeding 50x

## Definitions of Financial Terms Used in this Quarterly Industry Update

**Enterprise Value (EV):** Market Value of Equity + Market Value of Debt – Cash

**EBITDA:** Earnings Before Interest, Taxes, Depreciation and Amortization

**Latest Twelve Months (LTM):** Financial information is as of the latest twelve months through the date of this quarterly industry report

**Next Twelve Months (NTM):** Financial information estimated for the next twelve-month time period, representing the mean of equity analyst expectations

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