

Tech M&A Monthly Starts in 2 minutes



Thoughts? Questions? Let us know! @CorumGroup

www.corumgroup.com











- Private Equity Panel
- Buyers Panel
- Top Acquirer Profiles: Google, Constellation
- Valuation Strategy
- Planning for Post-Acquisition Success
- Special Reports: SaaS, Mobile, Gaming, France, Canada, Payments, Agtech, Security



Tech M&A Monthly Starts in 1 minute



Thoughts? Questions? Let us know! @CorumGroup

MERGE BRIEFING

- 90 Minutes
- Industry Update
- Overview of the M&A Process

MERGE BRIEFING		
May 10	Concord	
May 15	Luxembourg	
May 15	Chicago	
May 15	Charleston	
May 21	Kansas City	
May 23	Seattle	
May 23	Toulouse	
May 23	Cologne	



MERGE BRIEFING



SELLING UP, SELLING OUT



- Half-Day
- Tech M&A Bootcamp
- The most attended tech executive conference in history

13.200	12 23

SELLING UP, SELLING OUT		
May 14	Boston	
May 22	St. Louis	
May 30	Sacramento	





8 Stages for an Optimal Outcome



TYPICAL NEGOTIATION FLOW



Discovery process is complete Seller presents valuation guidance Buyer delivers an opening offer Seller delivers counter offer



Avoiding Deal Disasters

UPCOMING CONFERENCE SCHEDULE



MERGE BRIEFING

90-minute industry update and overview of the M&A process



Half-day tech M&A bootcamp – a deep dive on selling your company

MERGE BRIEFING

May 10	Concord
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SELLING UP, SELLING OUT

May 14	Boston
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www.corumgroup.com/events

CORUM Global Tech M&A Monthly Buyers & Bolt-Ons

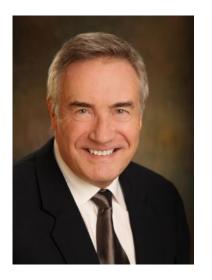
Tech M&A Monthly May, 9th 2019



Thoughts? Questions? Let us know! @CorumGroup



BRUCE MILNE, CEO, CORUM GROUP LTD.



- Founded or owned four software companies, including AMI, an Inc.
 500 firm rated by IDC as the fastest growing computer-related company in the world
- Advisory boards for Microsoft, IBM, DEC, Comdex and Apple
- Board member/founding investor in some of the most innovative firms in their field, including Blue Coat, Bright Star and Sabaki
- Past advisor to two governors and a senator, a board member of the Washington Technology Center
- Founder of the WTIA, the nation's most active regional technology trade association
- Worked with the Canadian government to found SoftWorld
- One of the 200 most influential individuals in the IT community in Europe
- American juror for the recent Tornado 100 Awards given to Europe's top technology firms
- Graduate with Distinction from Harvard Business School





Welcome

Field Report: Jim Perkins – Game Developers Conference

Field Report: Dr. Ivan Ruzic – Three Rivers Venture Artificial Intelligence Panel

Corum Tech M&A Research Report

Special Report: Bolt-Ons & The New World Of Buyers

Q&A





Ask questions any time

- Use Q&A window on the right of screen
- Click "Refresh Now" to view responses
- This event is being recorded
 - European broadcast May 10, 11:00 AM Berlin time
 - Asia-Pacific broadcast May 10, 2PM Sydney time
 - On demand webcast will be available at www.corumgroup.com



JIM PERKINS, EXECUTIVE VP, CORUM GROUP LTD.



- Entertainment software entrepreneur Jim Perkins is directly responsible for publishing some of the industry's biggest franchises, including Unreal, Duke Nukem, Wolfenstein, Doom, Hunting Unlimited, and Driver.
- A well-known senior executive with a 22-year track record of publishing such bestselling hits, he founded and grew two highly successful software publishing companies (FormGen and ARUSH) from start-ups to multi-million dollar enterprises.
- His success and extensive experience in software production, marketing and public relations, packaging, online and retail distribution and software M&A, uniquely qualify him as an expert in building value and realizing wealth.

FIELD REPORT: JIM PERKINS



GOC Game Developers Conference



March 18-22, 2019 – San Francisco

FIELD REPORT: JIM PERKINS



Game Developers Conference



- Cloud based gaming continues to grow
 - Stadia (Google)
 - Epic
 - Steam
 - Snap Games (Snapchat)
 - Apple Arcade
- Professional e-sports expanding heavily into North America from Asia



IVAN RUZIC, SR. VICE PRESIDENT, CORUM GROUP LTD.



- 30+ year career in the software business, in virtually every senior executive role
- Resume spans marquee companies such as BEA Systems, Novell, and Borland
- International M&A experience United States, Europe, Africa, and Asia
- Expert in building value and realizing wealth
- Ivan joined Corum Group, the world's leading software M&A firm, with a specific focus on educating and helping prospective sellers maximize the value of their technology companies
- PhD in Chemistry, Monash University
- Degrees in Information Technology, Chemistry, and Biochemistry



AI and Machine Learning





3 Rivers Venture Fair Pittsburg, PA

FIELD REPORT: IVAN RUZIC





Al and Machine Learning 3 Rivers Venture Fair





AI and Machine Learning



- AI will increase Global Output 1% to 1.5% annually
- Leading AI countries gaining 20% to 25% of that
- 1/3 of AI investment is through M&A
- Fastest growing segment, 85%



AI Hot Markets:



- Machine Learning
- Predictive Risk Mitigation
- Enhanced Robotics
- Vision Based Systems
- Natural Language Processing

CORUM RESEARCH REPORT





Elon Gasper EVP, Research



Julian Valencia Marketing Research Analyst



Anna Lebedieva Analyst

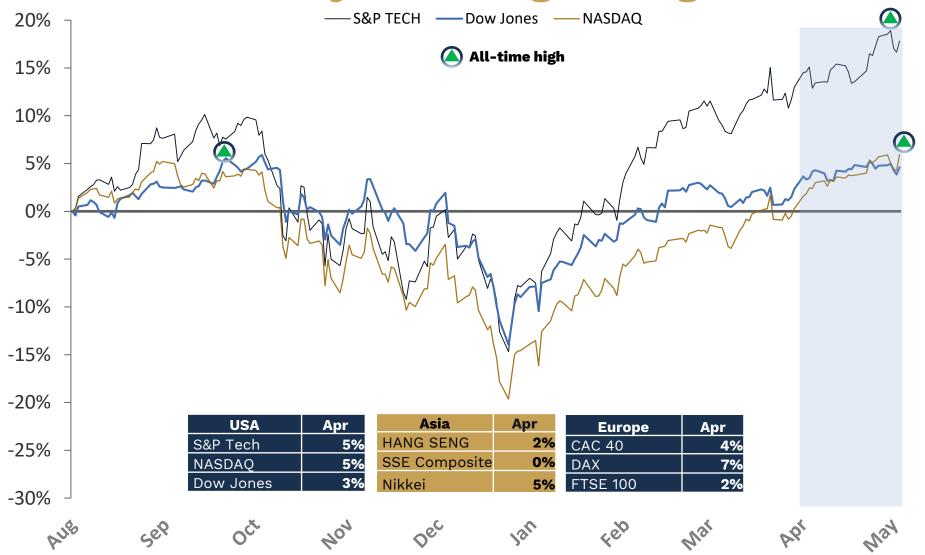


Stephanie Jensen Research Analyst



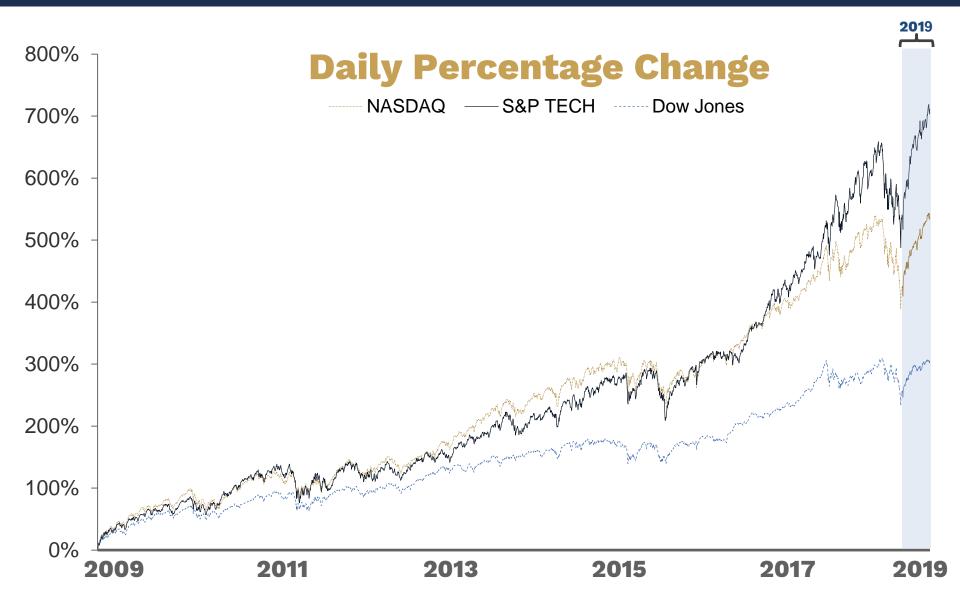
PUBLIC MARKETS 2018 – 2019

Daily Percentage Change



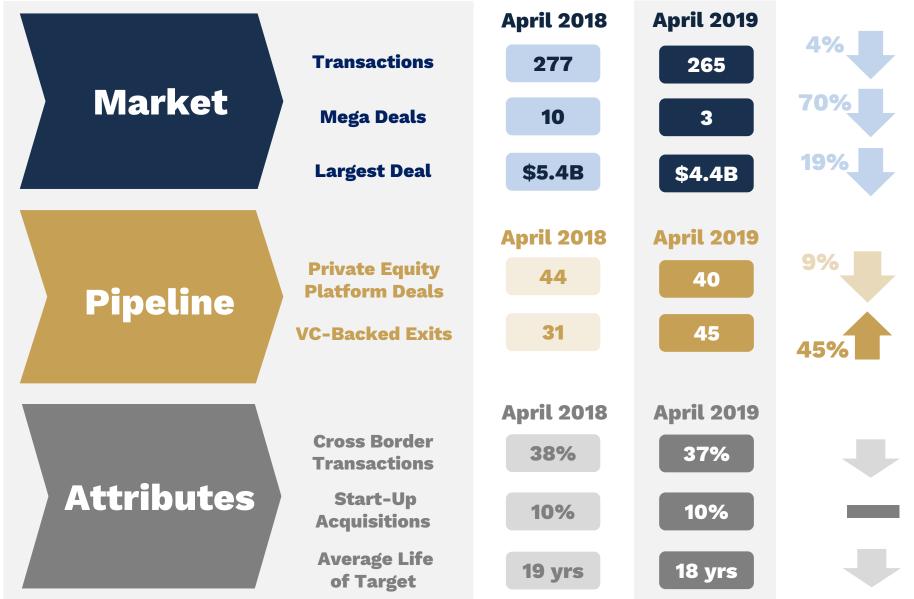
PUBLIC MARKETS: 2009-PRESENT



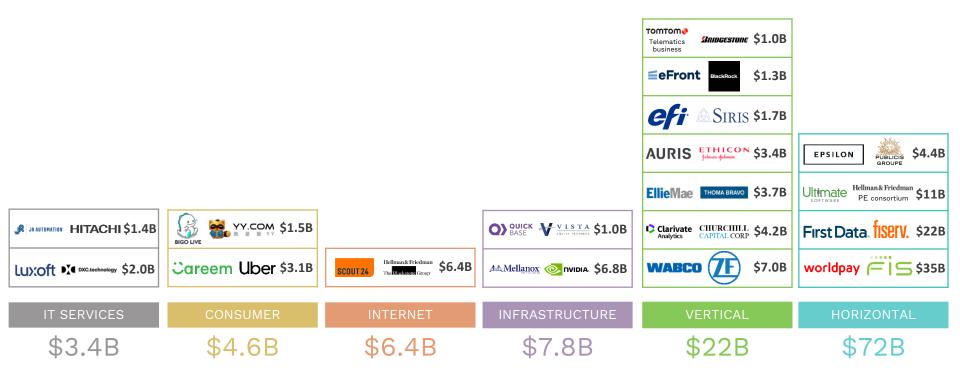


CORUM INDEX TECH M&A





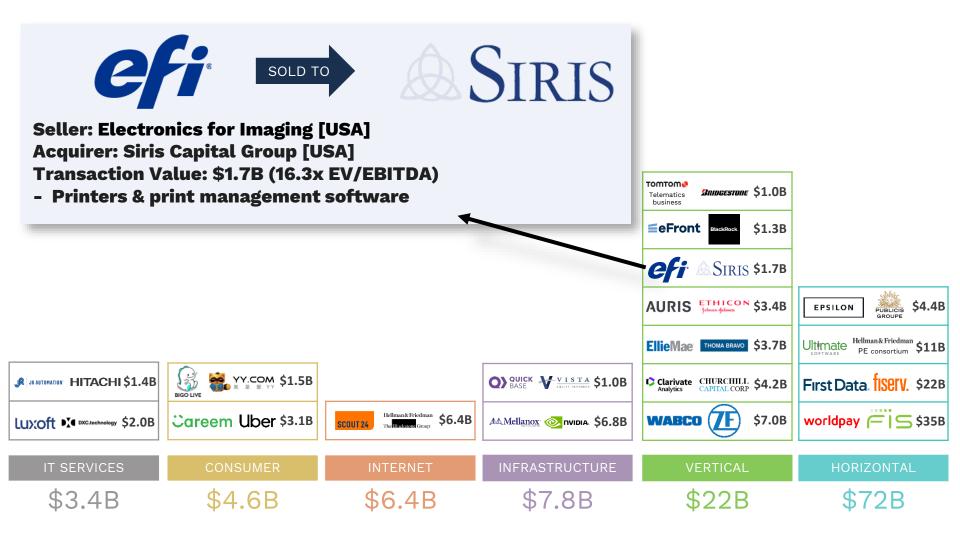






2019 Mega Deals – YTD

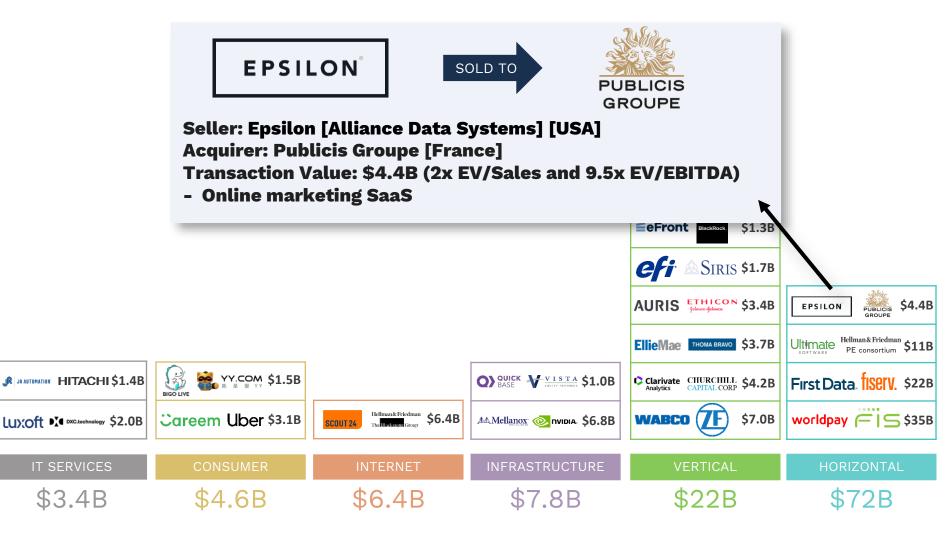






2019 Mega Deals – YTD







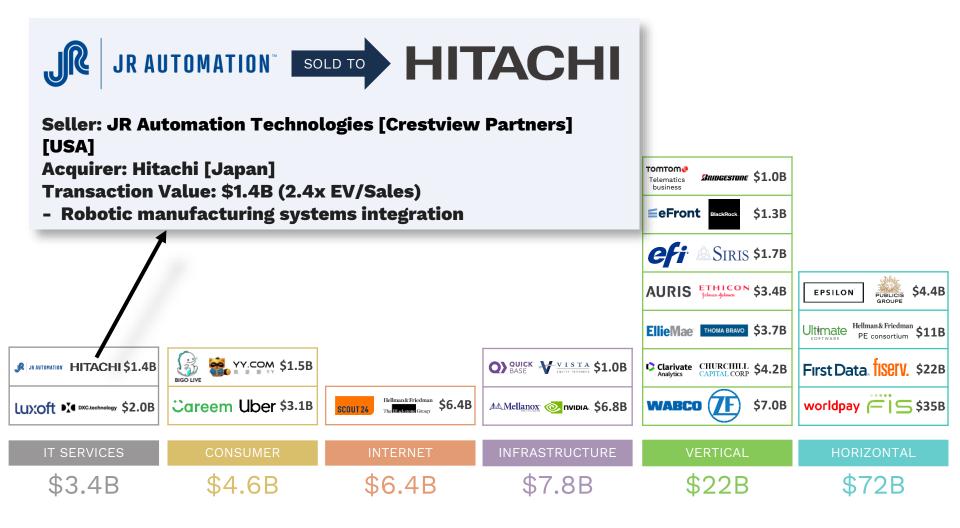


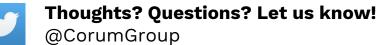


Public Valuation Multiples





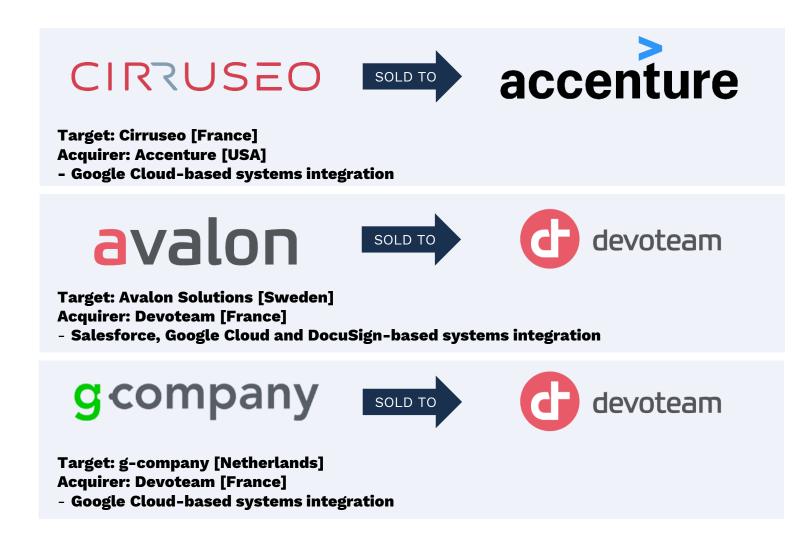








Google Cloud System Integrators







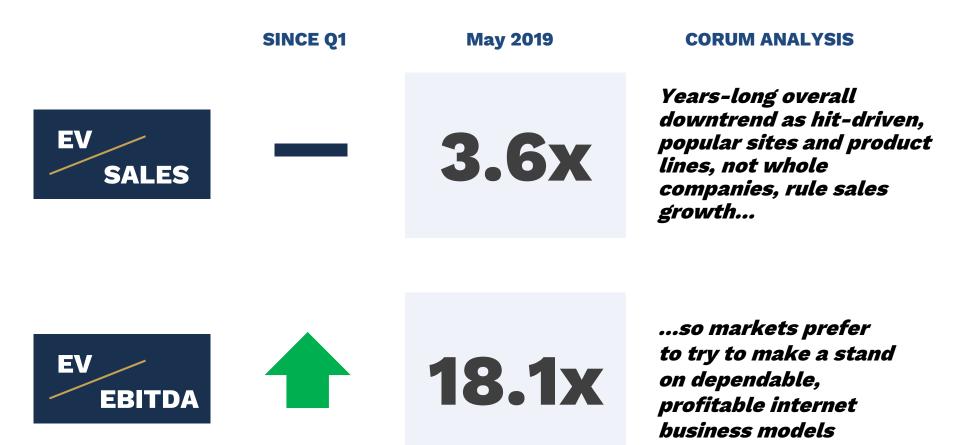
Government IT Services







Public Valuation Multiples







Higher Education



Acquirer: CampusLogic [USA]

- Online crowdfunding for college students

EdTech Rising The Transformation of the Classroom

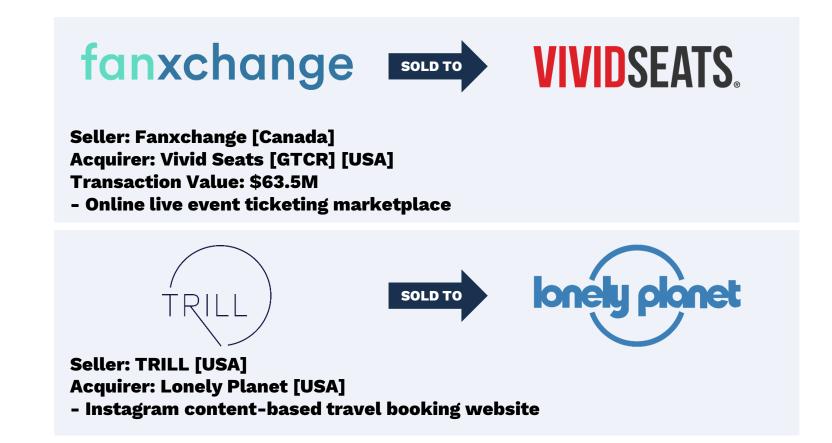








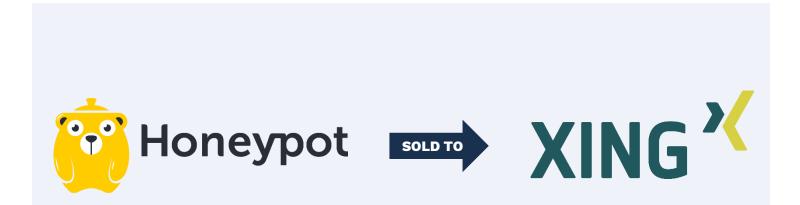
Travel and Leisure







Employment Classifieds



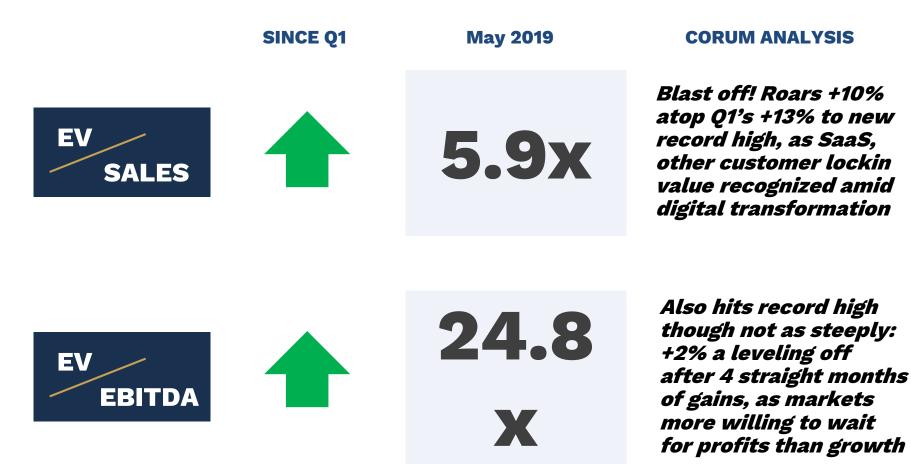
Seller: Honeypot [Germany] Acquirer: XING [Germany] Transaction Value: \$25M

- Online employment network
- Deal comes ahead of Xing's rebrand as New Work





Public Valuation Multiples



40





Human Resources







Human Resources



- HR management SaaS





Contract & Invoice Management







Marketing Automation







Data Analytics, BI



Transaction Value: \$20M (4x EV/Sales)

- BI analytics SaaS



Seller: Hybrid Intelligence [USA] Acquirer: TABS Analytics [USA]

- Data analytics software





Payments Processing



CORUM RESEARCH REPORT





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Anna Lebedieva Analyst



Stephanie Jensen Research Analyst



Special Report: Bolt-Ons & the New World of Buyers



Thoughts? Questions? Let us know! @CorumGroup



Do you know who the new buyers are?



Are you a Bolt-On?



- Any software integrated into larger systems, enhancing the main product, service, or plan
- Portfolio (or platform) companies are the traditional buyers of bolt-ons
- Bolt-ons" are sometimes referred to as "add-ons"

BOLT-ONs



Tim Goddard, EVP Marketing, CORUM GROUP LTD.



- Timothy joined Corum in 2011 and oversees the company's global marketing efforts from the headquarters near Seattle. Chief among these is Corum's extensive conference schedule, "Selling Up, Selling Out," the Merge Briefing, the Tech M&A Monthly webcast and Corum's platinum sponsorship of the World Financial Symposiums' live events and Market Spotlight series. Through these events, Corum Group serves as the world's leading educator in technology mergers and acquisitions.
- Prior to joining Corum, Timothy served as marketing and product manager for GIS software startup Depiction, Inc., and previously worked in marketing for VizX Labs, a pioneering SaaS startup delivering DNA analysis tools. In addition to marketing for software startups, Tim has worked for a US Senate campaign and taught science in Rio de Janeiro.
- Timothy graduated Magna Cum Laude from Bethel University in St. Paul, Minnesota, with degrees in History and Biology.

CORUM: SAMPLE BOLT-ON DEALS

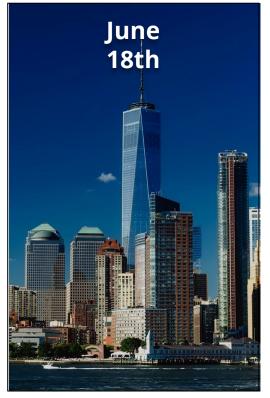






Thoughts? Questions? Let us know! @CorumGroup





NYC

Growth and Exit Strategies for Software and IT Companies





DANIEL BERNSTEIN, EVP, CORUM GROUP LTD.



- Daniel Bernstein is a senior deal maker at the Corum Group working within a variety of sectors in B2B and consumer software companies.
- Previously, Daniel worked in a number of roles over a twenty five year career in high technology, most notably as the founder and CEO of Sandlot Games Corporation, a leading casual games publisher and developer.
- Daniel started a consulting practice where he advised larger companies such as RealNetworks and smaller high growth businesses on product development, strategic initiatives, and M&A opportunities.
- Daniel holds a Bachelor of Science in Computer Science and a Masters of Arts in Music Composition from the University of Virginia.







CASE STUDY: QSR







DANIEL BERNSTEIN EVP, CORUM GROUP LTD.



How many buyers were there Worldwide in 2018?







Top 25 Buyers by Country

-								
		# OF	% OF		(# OF	% OF
	COUNTRY	BUYERS	TOTAL			COUNTRY	BUYERS	TOTAL
1	United States of America	1613	63%		14	Israel	18	1%
2	United Kingdom	229	9%		15	Switzerland	14	1%
3	Canada	105	4%	\geq	16	Denmark	13	1%
4	France	86	3%		17	Singapore	13	1%
5	Germany	75	3%		18	South Africa	11	<1%
6	India	50	2%		19	Italy	10	<1%
7	Sweden	49	2%		20	Finland	9	<1%
8	Australia	39	2%		21	Hong Kong	8	<1%
9	Japan	30	1%		22	Taiwan	8	<1%
10	Peoples Republic of China	25	1%		23	Spain	7	<1%
11	Netherlands	25	1%		24	South Korea	6	<1%
12	Ireland	24	1%		25	Belgium	5	<1%
13	Norway	19	1%					



Buyers by Country

			# OF	% OF	
		COUNTRY	BUYERS	TOTAL	
	1	United States	1613	63%	
	2	United Kingdom	229	9%	,
	3	Canada	105	4%	
	4	France	86	3%	
	5	Germany	75	3%	
	6	India	50	2%	- 24
	7	Sweden	49	2%	
	8	Australia	39	2%	
	9	Japan	30	1%	
	10	China	25	1%	



- PE firms pumping up US numbers
- Don't ignore the other countries;
 Many active giants internationally
- International sellers 2/3 of your buyers will be outside your country
- Many buyers are firms you don't know...



Do you know who the new buyers are?



Let's test your buyer IQ... How many of these buyers do you know?



Do you know these buyers?





Do you know these buyers?





Strategic Buyers vs. Financial Buyers



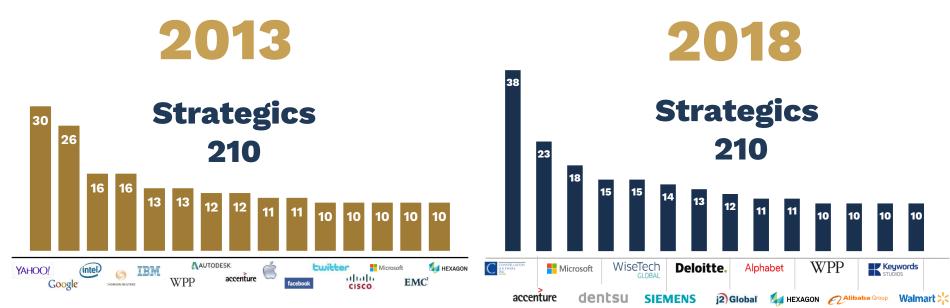
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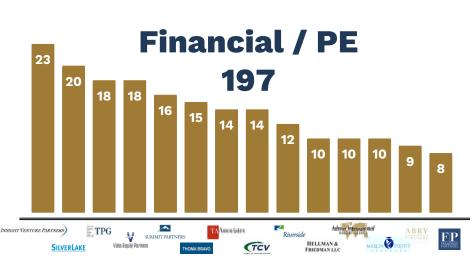


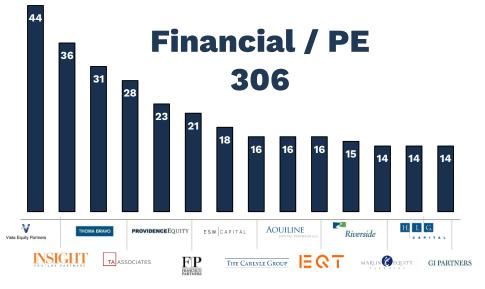




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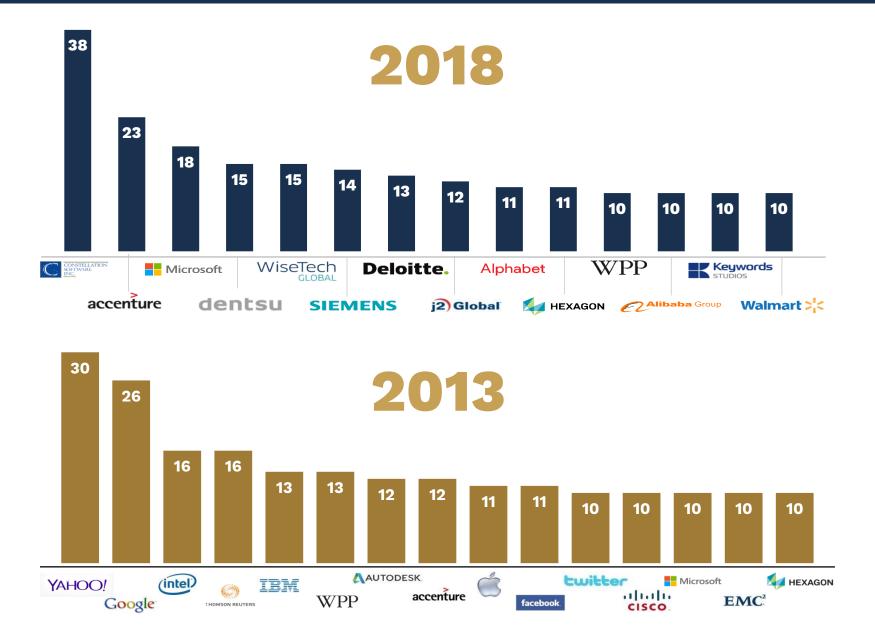






WORLD OF BUYERS: STRATEGICS





CONSTELLATION AT WFS SEATTLE











CONSTELLATION SOFTWARE ACQUISITIONS 2018





VOLARIS AT WFS NYC JUNE 18th







Shezad Okhai Head of M&A

WFS NYC June 18th



WORLD OF BUYERS: FINANCIAL / PE







Financial Buyers in 2018

"Buying Machines"

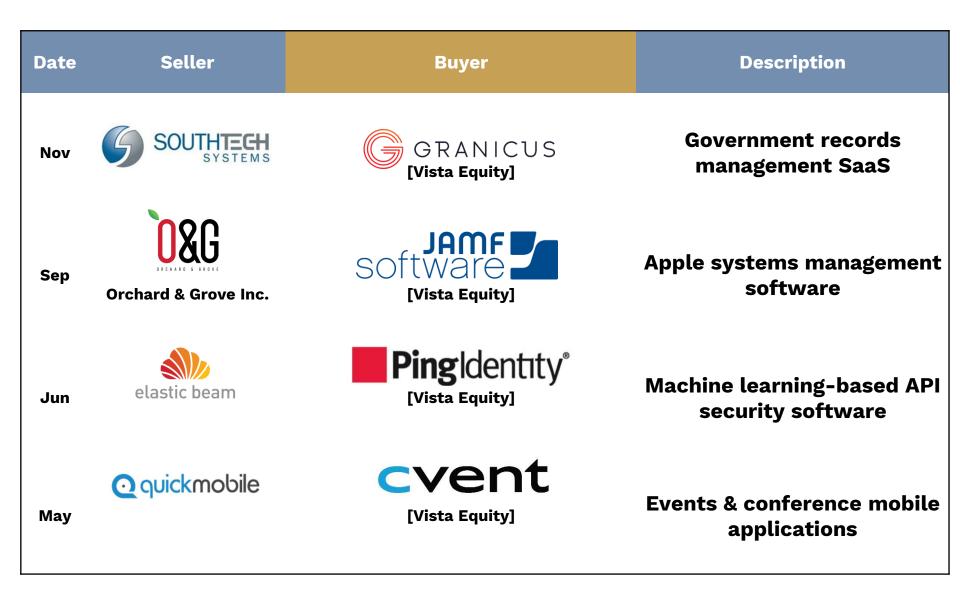
More acquisitions

More money - \$3 TRILLION

Using Portfolio Companies

BOLT-ONs





VISTA EQUITY AT WFS SF SEPT 17th







Rene Yang Stewart Co-Head and Principal, Endeavor Fund

WFS SF Sept 17th



ALPINE INVESTORS AT WFS SEATTLE







ALPINE

BOLT-ONs





ALPINE

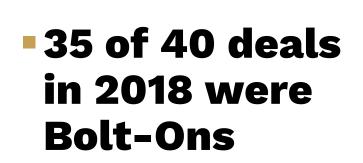
Patrick Eble Investment Professional

- Patrick sources new investment opportunities in the software, consumer services, and business services sectors.
- Prior to Alpine, Patrick was based in New York as a member of the Infrastructure Advisory team at Ernst & Young, providing commercial and financial advisory to public sector clients in the energy, environmental, and transportation sectors.
- Patrick is a current member of the US Senior
 National Rowing Team that trains in Oakland.
- Patrick received a Master's degree from the University of Cambridge and a Bachelor's degree from Princeton University.





Patrick Eble Investment Professional





ALPINE



So...are you a bolt-on?



How do you get the buyers' attention?



TOM MARVIN, TECHNOLOGY ENTREPRENEUR



Tom has decades of start-up and operational experience. Currently the co-founder of ESL Air and LED Armour. Began his career selling minicomputer systems at Hewlett Packard in 1983. National Sales Manager and then President of PacSoft, a Kirkland Inc 500 software company before it was sold in 1989. Over the following years co-founded, built, and sold three more software companies: MicroQuill (to Compuware), Sabaki (to Microsoft), and XYZFind (to Interwoven). Mr. Marvin graduated Phi Beta Kappa from Colorado State University in 1982 with a BS in Mathematics and Geology.





We welcome your questions!

- Use Q&A chat box on your screen
- Submit to queue at any time

UPCOMING CONFERENCE SCHEDULE



MERGE BRIEFING

90-minute industry update and overview of the M&A process



Half-day tech M&A bootcamp – a deep dive on selling your company

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Growth and Exit Strategies

for Software and IT Companies



NYC

Singapore

SF





After the Deal – Celebration





www.corumgroup.com