

# **Tech M&A Monthly**

Starts in 2 minutes



**Thoughts? Questions? Let us know!** @CorumGroup

# CORUM Tech M&A Monthly



# We welcome your questions!

# Email questions to info@corumgroup.com

# This event is being recorded

On demand webcast will be available at www.corumgroup.com



# MERGE BRIEFING

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







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









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





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

### CorumGroup.com



MENU 🗸



ABOUT VALUATIONS & PROCESS TRANSACTIONS RESOURCE CENTER CONTACT

#### TECH M&A FOR CEOS, BY CEOS.

With the most senior dealmakers leading the most successful tech M&A process in history, Corum has sold more software and related technology companies than anyone. Is it time for you to take the next step with Corum?



35 Years in business

20+ Advisors worldwide \$10B

400 Closed transactions FAO

Corum

MERGERS & ACQUISITIONS

senior

most

TECH M&A FOR CEOS, BY CEOS.

dealmakers

leading the

With the most

Our Team

Incidhte

# World Tech M&A Leaders





Focus—sell side, technology only

Detailed, professional, global process

Team approach, senior dealmakers

World Technology Council

SOLD MORE SOFTWARE-RELATED FIRMS THAN ANYONE

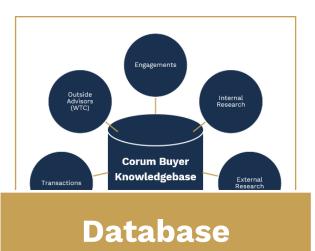
## World Tech M&A Leaders





### Education







HANDBOOK OF BUSINESS VALUATION

Valuation

JEFFREY D. JONES





# The definitive tech M&A education

- Since 1990, the most attended executive conference in technology history
- More events hosted than all other competitive conferences combined
- Over \$2 trillion in transaction value by attendees – buyers and sellers



# 8 Stages for an Optimal Outcome



11

# Past Attendees Include







# **Tech M&A Monthly**

**Starts in 1 minutes** 



**Thoughts? Questions? Let us know!** @CorumGroup

# CORUM Tech M&A Monthly



#### HEIDI OWEN, DIRECTOR OF MARKETING, CORUM GROUP LTD.



- Heidi rejoined Corum in 2019 as the Director of Marketing. Heidi leads the Corum marketing team and is responsible for planning, development, and implementation of Corum's marketing strategy and public relations activities.
- Previously Heidi worked for The Column Group, a venture capital firm dedicated to developing biotechnology companies and as the Marketing Manager for Maverick International, a manufacturer of payment processing systems and software.
- Heidi earned a Bachelor of Arts degree in Psychology from Western Washington University.



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#### Welcome

**Deal Reports** 

**Negotiations & Due Diligence Have Changed** Are You Ready? Most Are Not

**Global Tech M&A Research Report** 

Closing



#### DAVID LEVINE, SENIOR VP, CORUM GROUP LTD.



- Executive and entrepreneur with a diverse background in technology and life sciences.
- 25+ years of operating and investing in companies sitting at the convergence of commerce and eCommerce as well as innovative life science businesses.
- CEO North America for Gaxsys; David has been on both sides of M&A having sold a life science technology company, facilitated sell side and buy side technology transactions and has also scaled multiple technology companies globally.
- On boards of public and private companies including one company that recently filed for an IPO.







#### SERGE JONNAERT, VICE PRESIDENT, CORUM GROUP LTD.



- 30+ years of strategy, product, and service accomplishments from ideation to global success.
- Technology entrepreneur and trusted advisor with experience in enterprise, cloud, big data, AI, interoperability, and IoT solutions for consumer, healthcare, and industrial markets.
- Successful track record of facilitating and closing global distribution, partnership, consortium, government, and M&A deals, in the US and abroad.
- Sits on several boards including as President for the IVD Industry Connectivity Consortium, Integrating the Healthcare Enterprise (IHE), as well as a member of the SHIELD Clinical IVD workgroup, which includes representation by the FDA, CDC, NIH, ONC, CMS, and other industry groups.
- Fluent in English, Dutch, French, and German.







#### JOEL ESPELIEN, EXEC. DIR. OF CLIENT SERVICES, CORUM GROUP LTD.



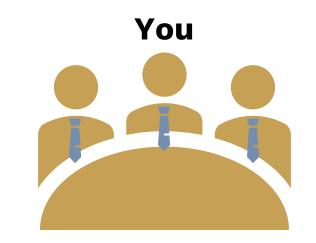
- Joel Espelien has worked in a number of roles over a twenty five year career in the technology industry and has participated in multiple successful transactions since joining Corum in 2017, including the recent sale of IoT smart logistics company Connected Holdings to Phillips Connect Technologies.
- Prior to Corum Joel was involved in many successful technology M&A transactions, including video pioneer DivX LLC (acquired from Rovi and sold to Neulion), pet IoT company Snaptracs, Inc. (acquired from Qualcomm, merged with Whistle Labs, sold to Mars pet food), AI startup IQ Engines (acquired by Yahoo), AgTech IoT leader 640 Labs (acquired by Monsanto/Climate Corporation) and mobile video pioneer PacketVideo (acquired by NTT DoCoMo).
- Joel started his career as IP and corporate attorney at Cooley LLP in Palo Alto and San Diego, California and is still a member of the Bar in both Washington and California.
- He holds a JD/LLM (International and Comparative Law) from Duke University and a BA from St. Olaf College.



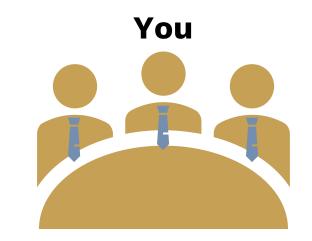


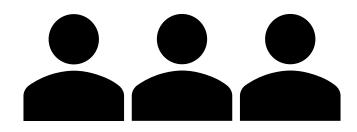
# CORUM Tech M&A Monthly



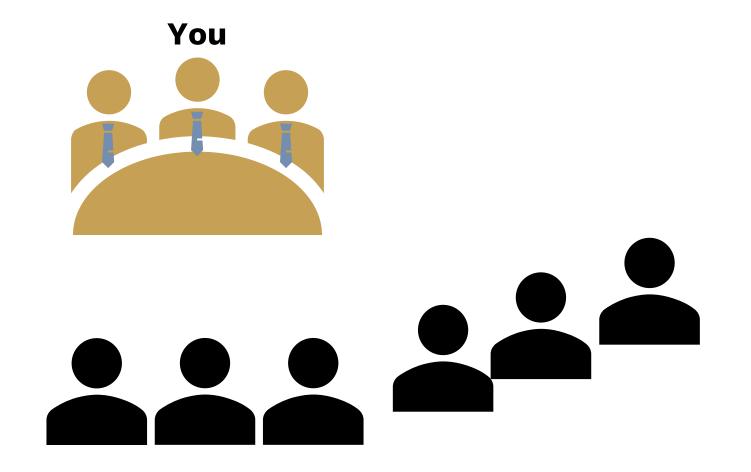




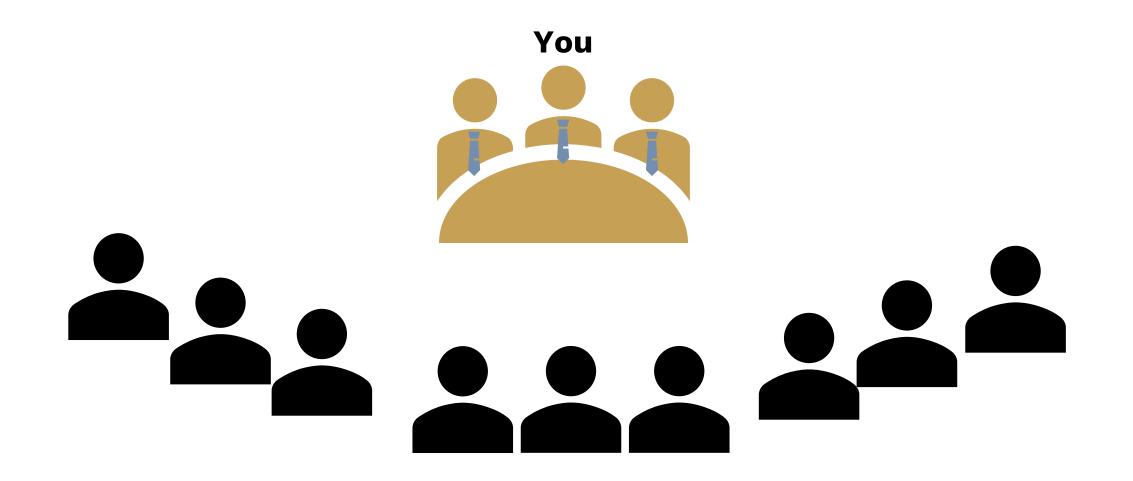


















"You have got to be ready. If you are a person who thinks you can shoot from the hip this is not shoot from the hip time! Because everything you say, they are going to ask you to give them a number or document or something that substantiates it. This is not the time to be swagging it out there. You've got to prepare! And again, that takes you right back to an advisor 'cause a good one is going to force you to do it even when you don't want to do it. Those are some of the things that are just critical.

> Teresa Chase CEO, American HealthTech Former Corum Client



# You This happens at the most critical times Due Diligence Negotiations



# A mistake here will cost you \$\$\$

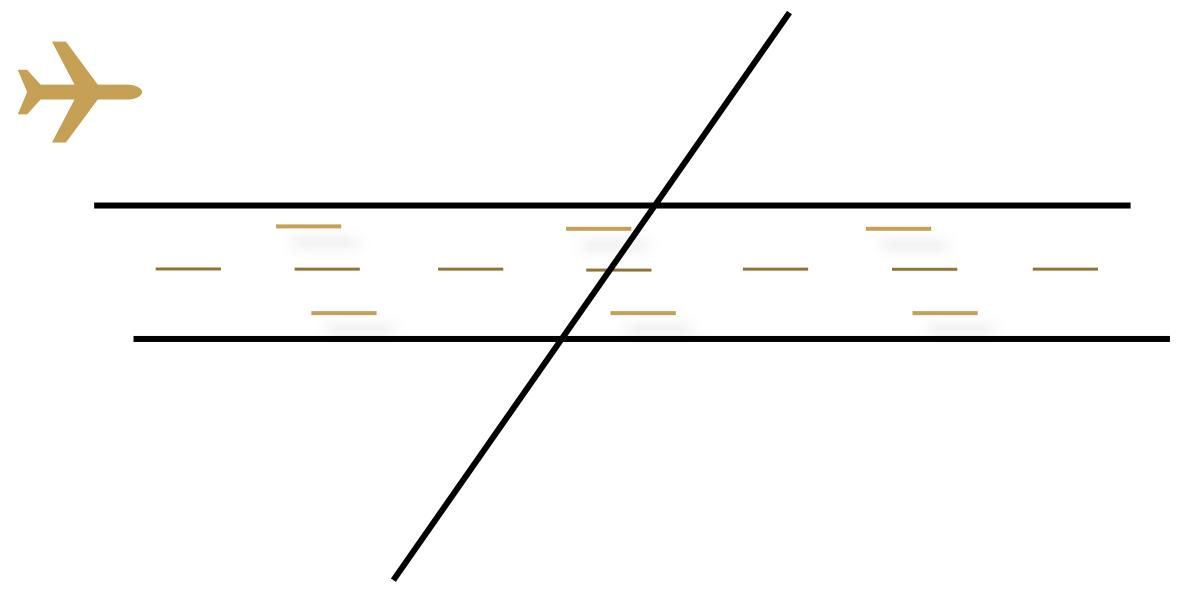
# Or worse, the entire deal













# Things are not happening slower They are far faster







Early August – early e-mails sent out

21 NDAs signed in just a few weeks

Mid September – 5 Indications of Interests

Early October – negotiated with 3 LOIs

October 22 – signed and set to close

#### **Company 1**



### "From zero to close took four months and one week.

### Compare that to **our usual 9 months!** We didn't even need

to contact everyone on our list...buyers are that hungry!"

### **Corum Dealmaker**



## This isn't an anomaly It's becoming more and more the norm

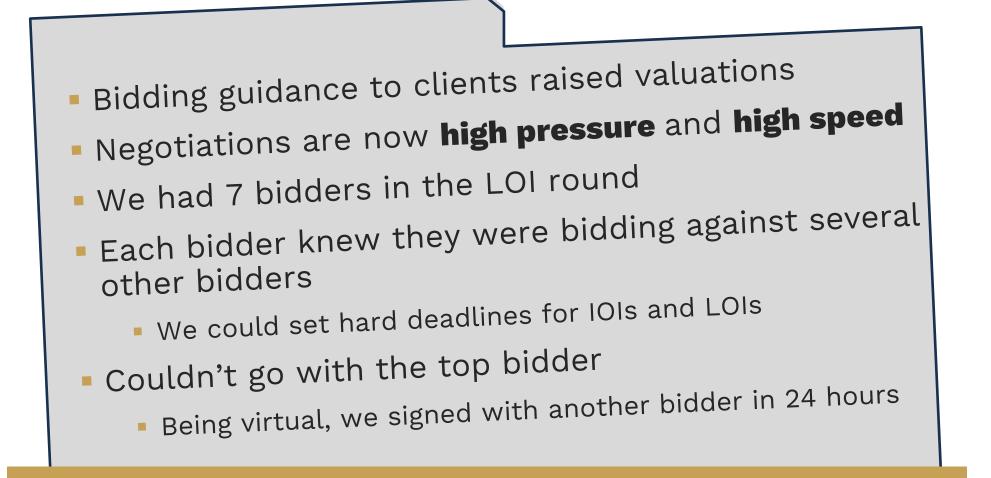


 Having lots of bidders adds to the urgency of negotiation & the speed of outcome

- Had 40+ NDAs
  - More than 16 management meetings over 3 or 4 weeks
  - About 1/3 were overseas
- 2 hour meeting on Microsoft Teams > days of travel
  - During negotiation, it was a quick round of calls

### **Company 2**





### Company 2



### "We are **just weeks away from close** and none of the buyers or sellers have ever **met in person.**"

### **Corum Dealmaker**



### **Negotiations and Due Diligence in the Virtual World** What can you do?



### **Negotiations and Due Diligence in the Virtual World** What can you do?

Preparation<sup>2</sup>



### **Negotiations and Due Diligence in the Virtual World** What can you do?

- Preparation<sup>2</sup>
- Razor sharp execution

# TECH M&A FOR CEOS, BY CEOS



### **Negotiations and Due Diligence in the Virtual World** What can you do?

- Preparation<sup>2</sup>
- Razor sharp execution
- Best thing to do is get professional help



# If you still want to go it alone, here's what you need...



### **1. A Proper Strategic Audit**

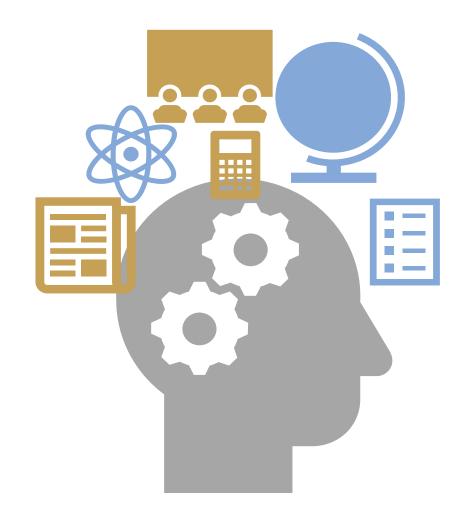
- Are you positioned appropriately within the market to capture maximum valuation?
- Lower the "perceived risk" for the buyer
- A room full of former CEOs, technologists, M&A lawyers, and deal makers
  - We call it the Initial Presentation Meeting (IPM)
- "Team selling" is the key to an optimal outcome





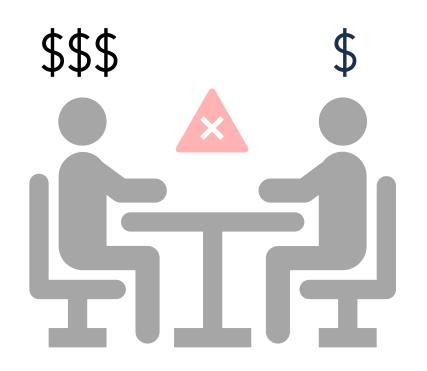
### 2. Knowledge on the Buyers

- At Corum, we know how previous offers have been structured
  - Without that, you are guessing
- From your diligence
  - Other acquisitions?
  - Solid reference check?
  - Do you know this creature and their habits?
  - Their vision after the deal?
- If you can't answer these questions, you're going in blind



# 3. Multiple Bidders at the Table at the Right Time

- One buyer is no buyer
- You need serious leverage
  - A virtual "room" full of competing bidders
- More bidders equals more options and better outcome





# CORUM Tech M&A Monthly

## Negotiations & Due Diligence Have Changed Are You Ready? Most Are Not



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# Tech M&A Research Report

### **Corum Research Report**





Yasmin Khodamoradi Director, Valuation Services



Valeriya Chumachenko Senior Analyst



Anna Lebedieva Senior Analyst



Artem Mamaiev Senior Analyst



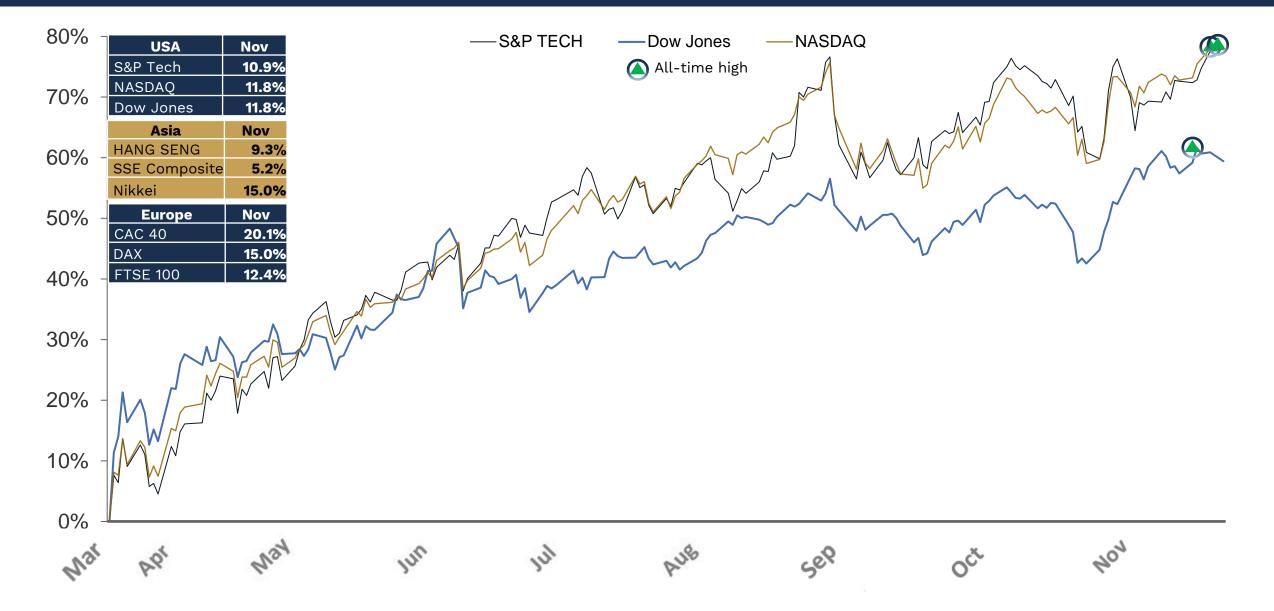
Olha Rumiantseva Analyst



Tzvi Kilov Writer

### Public Markets Mar 2020-YTD % CHANGE





### Public Markets Mar 2020-YTD % CHANGE

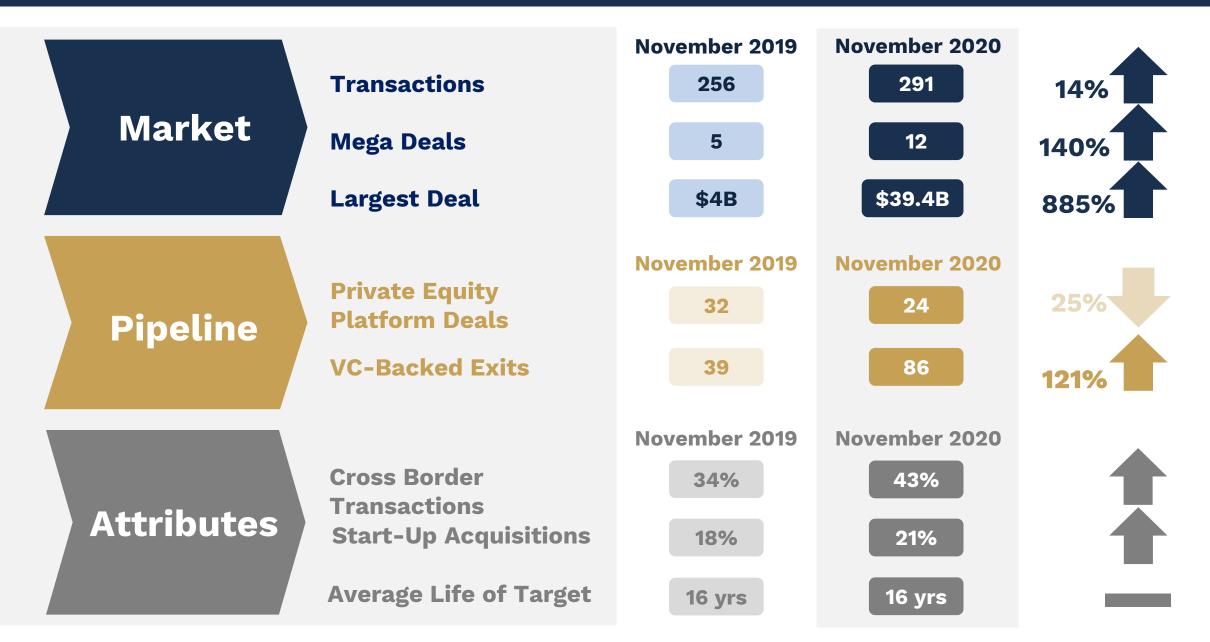


		Start	End	Years	
	Previous	Mar. 9, 2009	Feb. 19, 2020	10.9	
2 Dot	com Bubble	Oct. 11, 1990	Mar. 24, 2000	9.5	
	stwar Boom	Jun. 13, 1949	Aug. 2, 1956	7.1	
	• • •				
	Current	Mar. 23, 2020	?	0.8	



### **Corum Index** TECH M&A









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INTERNET	HORIZONTAL
\$65B	\$83B







Image Frame Investment **\$1.3B** 

**ISRA** 

VISION

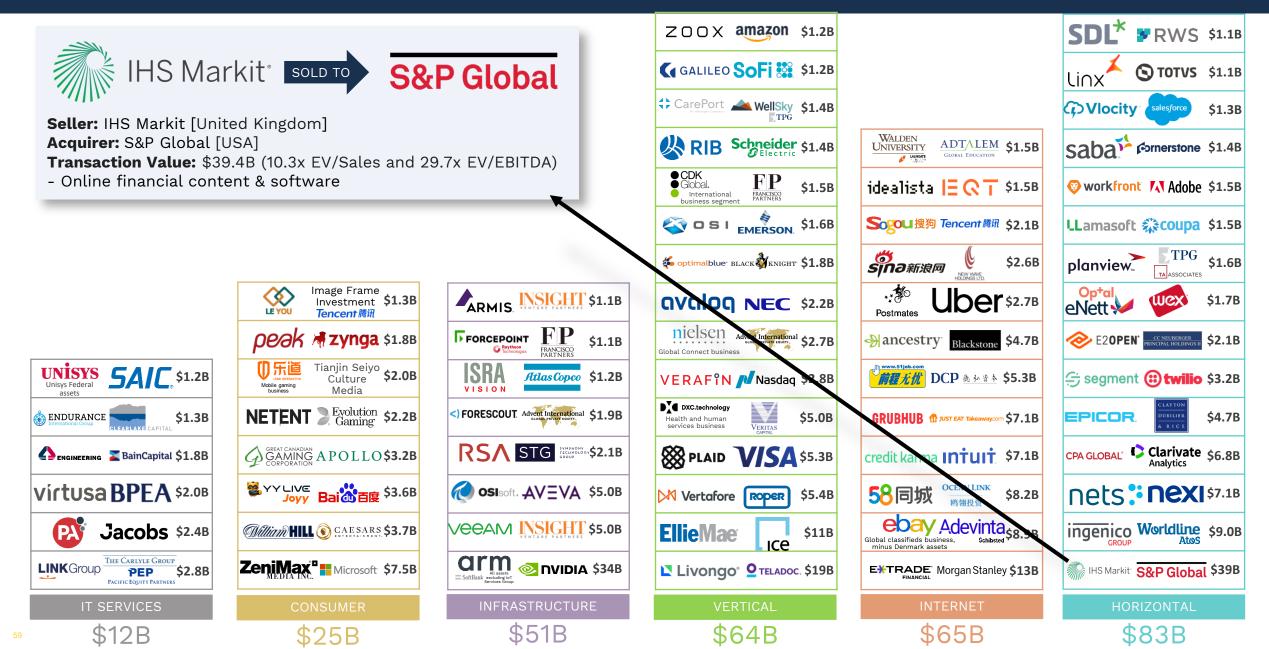
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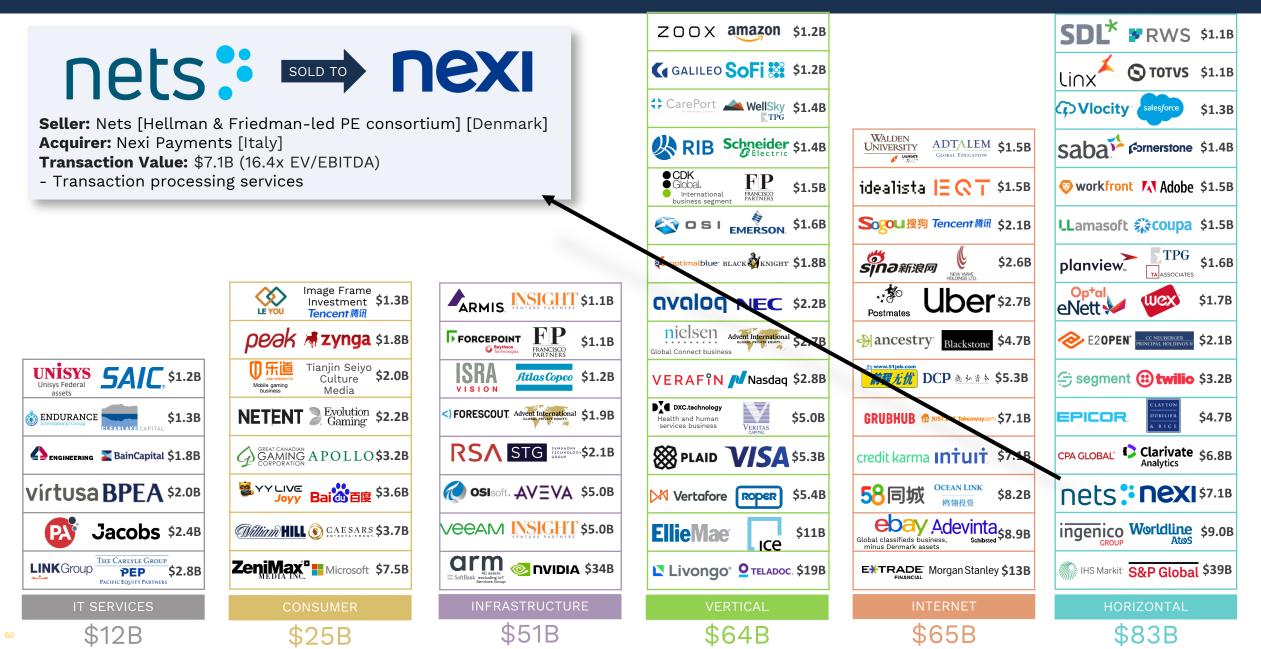
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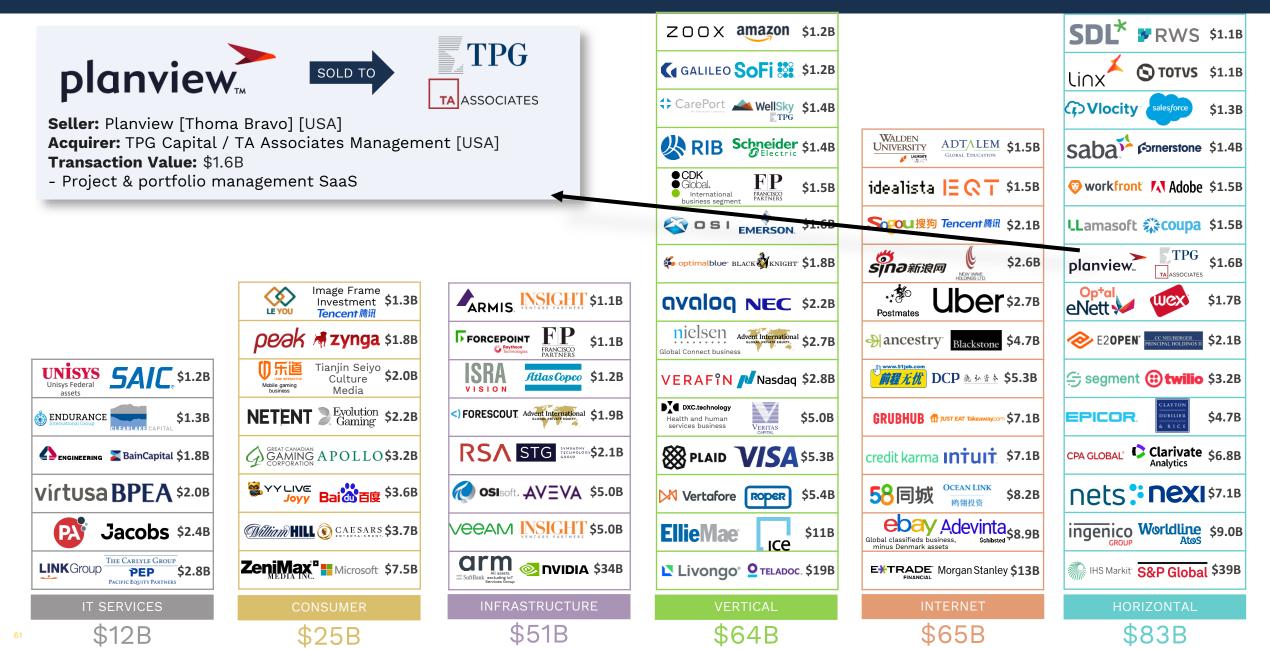




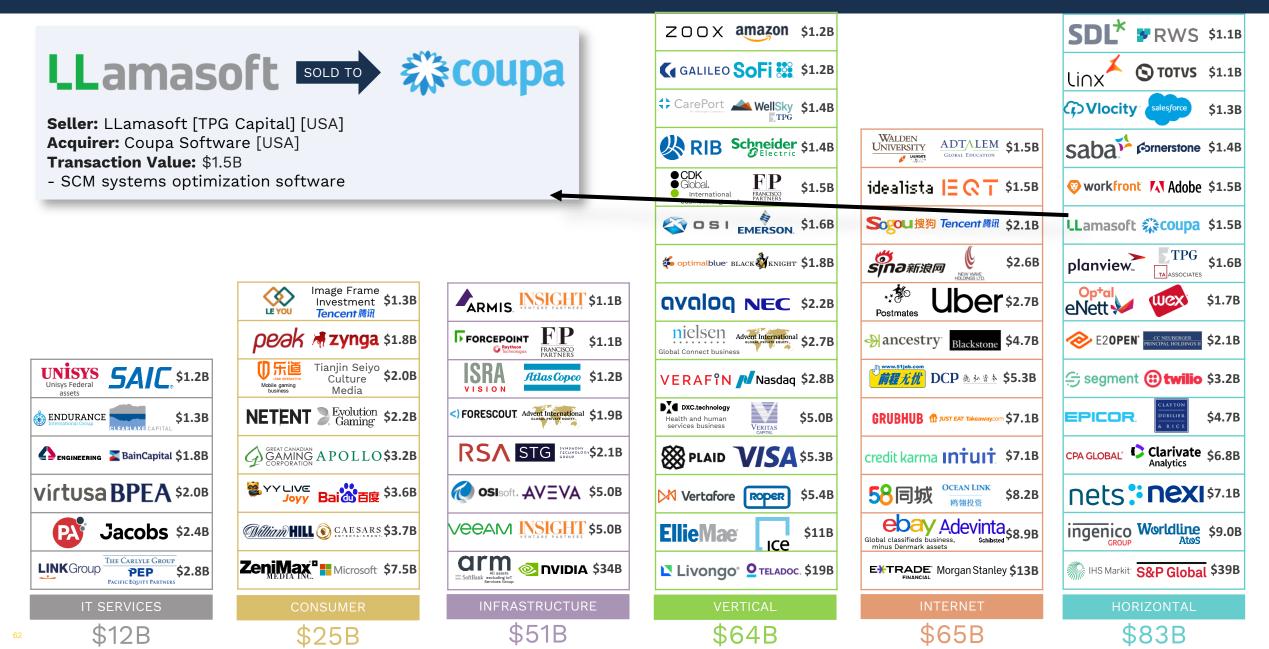








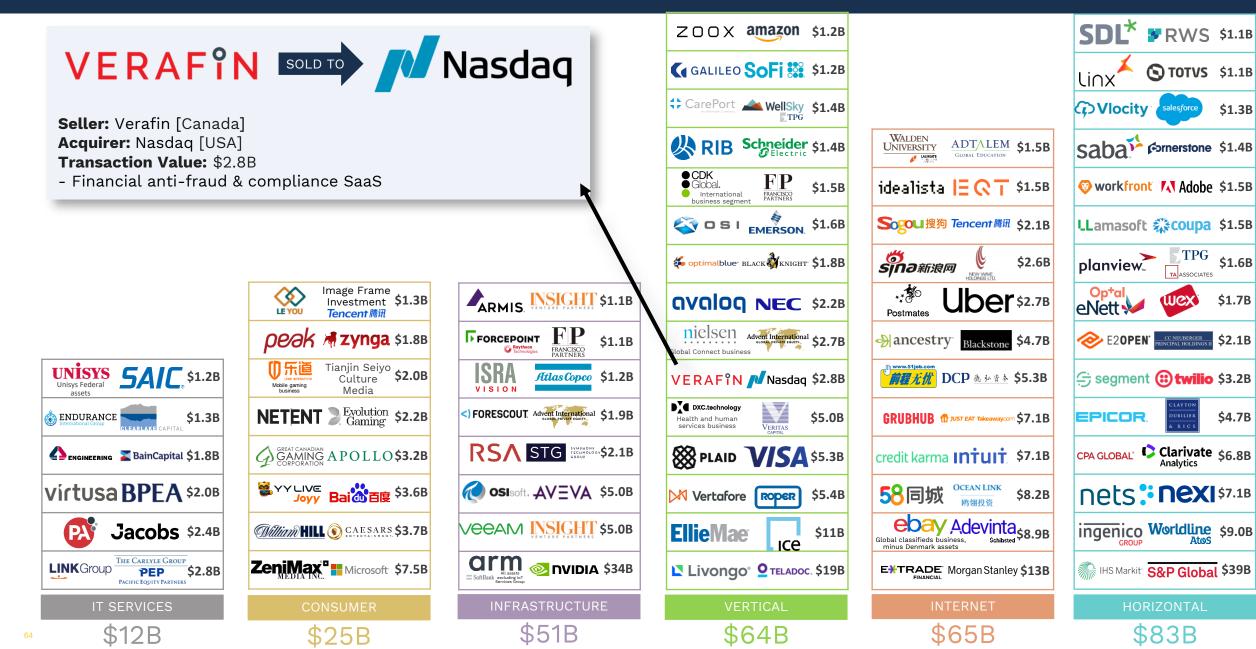




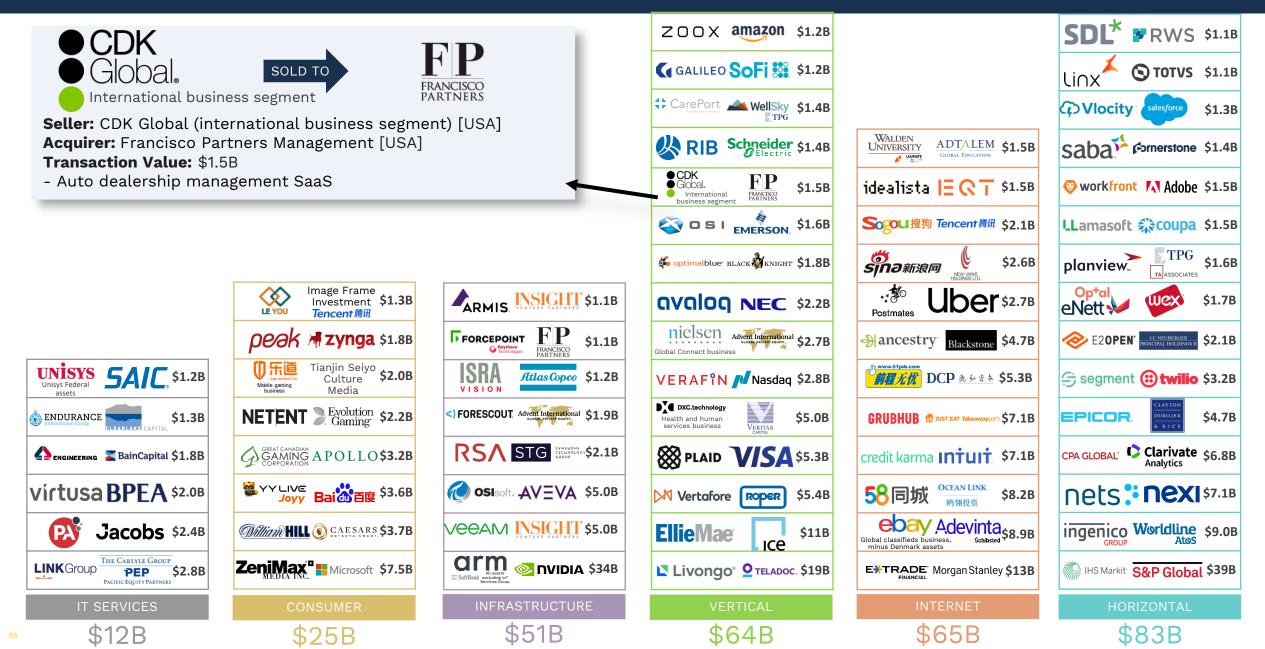


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Acquirer: Adobe [USA] Transaction Value: \$1.5			RIB Schneider \$1.4B	WALDEN UNIVERSITY GLOBAL EDUCATION \$1.5B	Saba formerstone \$1.4B
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63 \$12B	\$25B	\$51B	\$64B	\$65B	\$83B

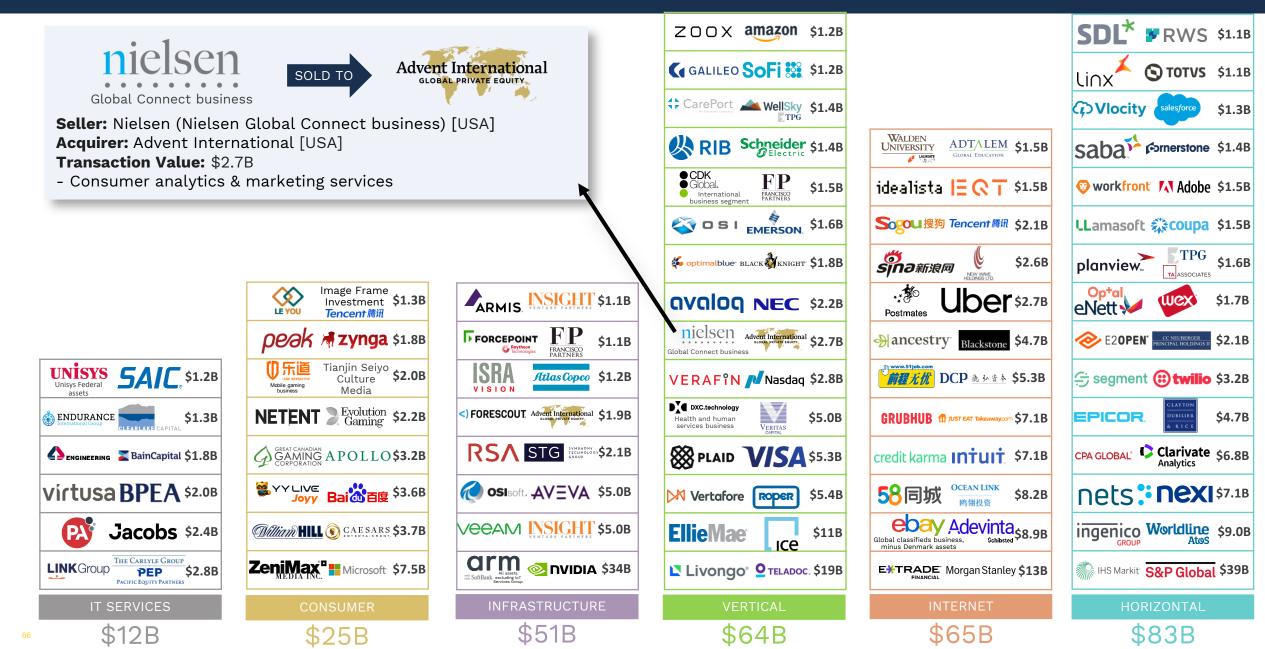
















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	VERTICAL	INTERNET	HORIZONTAL
	\$64B	\$65B	\$83B



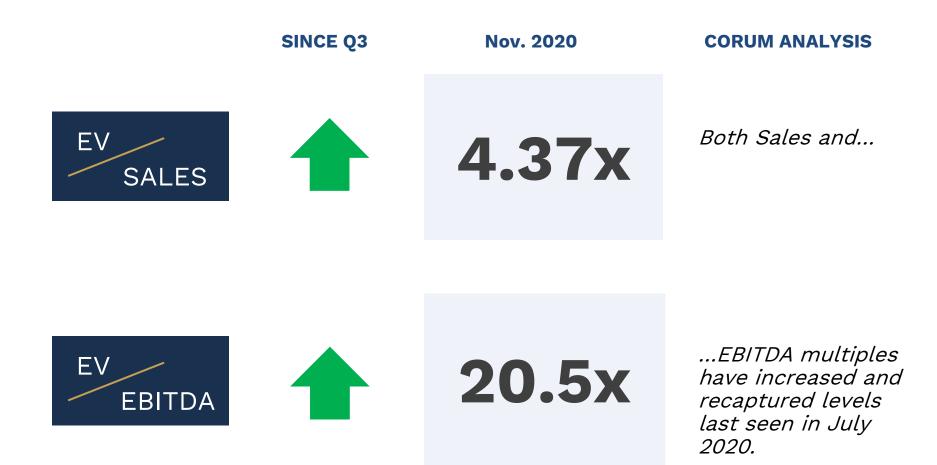


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VERTICAL	INTERNET	HORIZONTAL
\$64B	\$65B	\$83B





### **Public Valuation Multiples**







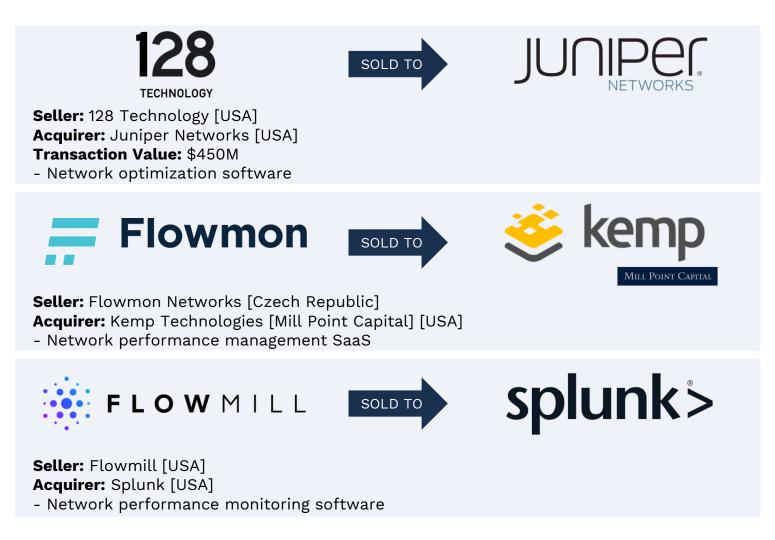
### Cybersecurity







### **Performance Monitoring - Networks**







### **Performance Monitoring - Other**



**Seller:** Plumbr [Estonia] **Acquirer:** Splunk [USA] - Application performance monitoring SaaS



**Seller:** Rigor [USA] **Acquirer:** Splunk [USA] - Digital performance monitoring SaaS



Seller: SentryOne [USA] Acquirer: SolarWinds Worldwide [USA] Transaction Value: \$142M (4.1x EV/Sales) - Database monitoring software







### **Identity & Access Management**



Authorization & access control SaaS





### **IoT & Mobile Device Access Management**



**Seller:** Asavie Technology Sales [Ireland] **Acquirer:** Akamai Technologies [USA]

- IoT & mobile device access control SaaS



Seller: PointSharp [Sweden]

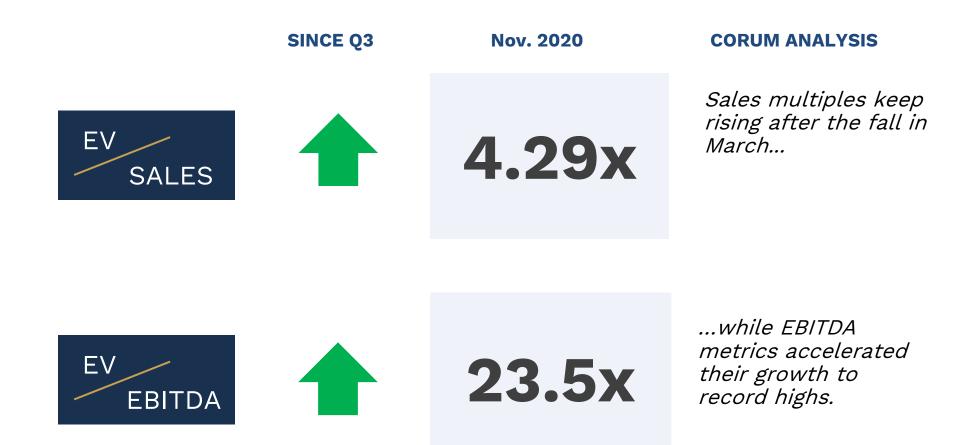
Acquirer: Main Capital Partners [Netherlands]

- Enterprise mobility security SaaS





### **Public Valuation Multiples**







### **Food & Meal Delivery**







### **Grocery Delivery**



**Seller:** FreshDirect [USA] **Acquirer:** Ahold Delhaize [Netherlands]

- Online fresh food grocery retailer



**Seller:** BOTTLESAPP [South Africa] **Acquirer:** Pick n Pay Stores [South Africa]

- Groceries & beverage ordering mobile application





### **Restaurant Reservation**



**Seller:** TABLEAPP [Malaysia] **Acquirer:** FunNow [Taiwan]

- Online restaurant reservation application
- Expands FunNow's user base





### Self-Care Technology



Seller: Nutrisystem [Tivity Health] [USA] Acquirer: Kainos Capital [USA] Transaction Value: \$575M

- Online weight management foods & services



Seller: MyFitnessPal [Under Armour] [USA] Acquirer: Francisco Partners Management [USA] Transaction Value: \$345M

- Exercise tracking website & application





Prudentiai Capital Group

### **E-learning**



Seller: ClassesUSA.com [Rock Holdings] [USA] Acquirer: EducationDynamics [Muirlands Capital/KnowledgeShares/Prudential Capital Group] [USA]

- Online higher education courses



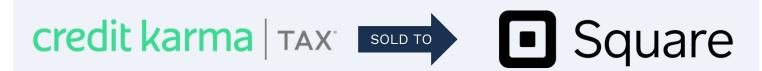
Seller: Drops [Estonia] Acquirer: Kahoot! [Norway] Transaction Value: \$31M

- Online language learning SaaS and mobile app





### **Financial Info Resources**



Seller: Credit Karma (Tax asset) [USA] Acquirer: Square [USA] Transaction Value: \$50M

- Online tax service



**Seller:** Millennial Money [USA] **Acquirer:** The Motley Fool [USA]

- Online financial information website





### **Real Estate Info Resources**







### **E-sports Communities & Social Networks**







### **Healthcare Communities & Social Networks**



**Seller:** OneCare Media [USA] **Acquirer:** ABRY Partners [USA] - Healthcare online advertising



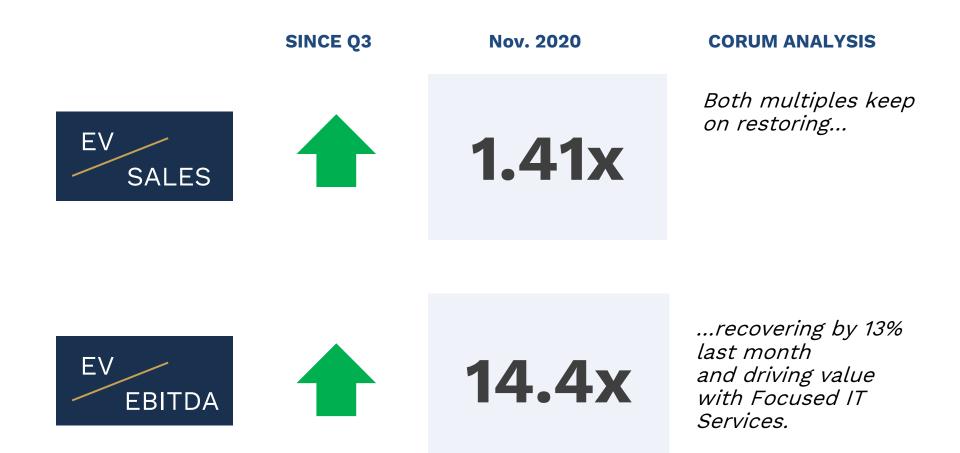
**Seller:** coliquio [Germany] **Acquirer:** WebMD Health [Internet Brands] [KKR] [USA]

- German online healthcare community





### **Public Valuation Multiples**



### 2020 Mega Deals (Jan-Dec)





# Jacobs

**Seller:** PA Consulting Group [The Carlyle Group] [United Kingdom] Acquirer: Jacobs Engineering Group [USA]

Transaction Value: \$2.4B

- Technology services & software developer

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Jacobs \$2.4B	CAESARS \$3.7B
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IT SERVICES	CONSUMER
\$12B	\$25B

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	SDL* FRWS \$1.1B
	CVlocity salesforce \$1.3B
ADTALEM \$1.5B	Saba <sup>1</sup> cornerstone \$1.4B
sta   <b>E                                   </b>	😵 workfront 🔣 Adobe \$1.5B
搜狗 Tencent 腾讯 \$2.1B	LLamasoft <b>©coupa</b> \$1.5B
后波网 \$2.6B	planview. TPG \$1.6B
	eNett 🐓 👐 \$1.7B
stry Blackstone \$4.7B	E20PEN <sup>®</sup> CC NEL/BERGER PRINCIPAL HOLDINGS IT \$2.1B
m DCP <u>海 秋 資本</u> \$5.3B	😔 segment 🔃 twilio \$3.2B
B 🏦 JUST EAT Takeaway.com \$7.1B	
rma <b>Intuit</b> \$7.1B	CPA GLOBAL' Clarivate \$6.8B
城 OCEAN LINK <sub>网钥投资</sub> \$8.2B	nets: nexi \$7.1B
Adevinta sbusiness, ark assets	ingenico Worldline \$9.0B
DE <sup>°</sup> Morgan Stanley <b>\$13B</b>	IHS Markit S&P Global \$39B
INTERNET	HORIZONTAL
\$65B	\$83B

### 2020 Mega Deals (Jan-Dec)





ZOOX amazon \$1.2B		SDL* FRWS \$1.1B
GALILEO SOFI 🎎 \$1.2B		
CarePort MellSky \$1.4B		Vlocity salesforce \$1.3B
RIB Schneider \$1.4B	WALDEN UNIVERSITY COMME EDUCATION WILLOW ADT/LEM GLOBAL EDUCATION \$1.5B	saba formerstone \$1.4B
CDK Global, International business segment \$1.5B	idealista  E Q T \$1.5B	😵 workfront 🔣 Adobe \$1.5B
SI emerson. \$1.6B	Sogou 搜狗 Tencent 腾讯 \$2.1B	Lamasoft 🗱 coupa \$1.5B
optimalblue <sup>,</sup> BLACK KNIGHT \$1.88	<b>じんしん いっかい (1000)</b> (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1000) (1	planview. TPG
avalog NEC \$2.2B	Postmates Uber \$2.7B	eNett 🐓 👐 \$1.78
Advent International Global Connect business	→ ancestry <sup>-</sup> Blackstone \$4.7B	E20PEN <sup>®</sup> E210PEN <sup>®</sup> <b>CC NEUBERGER</b> \$2.1B
VERAFîN 🗾 Nasdaq \$2.8B	<b>前程尤优</b> DCP 進水資本 \$5.3B	😅 segment 🔃 twilio \$3.2B
Health and human services business	GRUBHUB 11 JUST EAT Takeaway.com \$7.1B	
PLAID VISA \$5.3B	credit karma Intuit \$7.1B	CPA GLOBAL' Clarivate \$6.8B
Vertafore Roper \$5.4B	58同城 OCEAN LINK 网報投资 \$8.2B	nets: nexi \$7.1B
	Global classifieds business, minus Denmark assets	ingenico Worldline \$9.0B
Livongo <sup>°</sup> DTELADOC. \$19B	E <b>*TRADE</b> Morgan Stanley <b>\$13B</b>	IHS Markit: S&P Global \$39B
VERTICAL	INTERNET	HORIZONTAL
\$64B	\$65B	\$83B





### **Security Services**







### **IoT Integration**



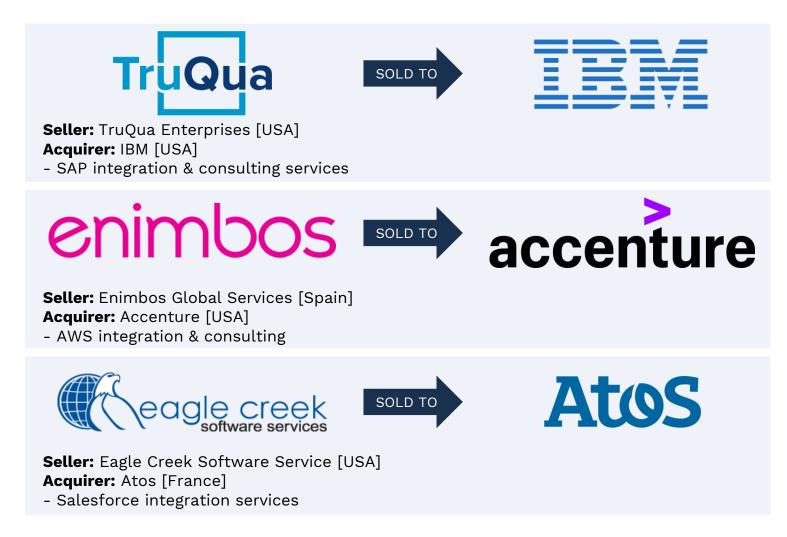
**Seller:** Bright Wolf [USA] **Acquirer:** Cognizant Technology Solutions [USA]

- IoT systems integration, consulting & development
- Expands Cognizant's smart products offering





### **Focused Systems Integrators**







### **Team Collaboration**



Seller: Slack Technologies [USA] Acquirer: Salesforce [USA] Transaction Value: \$27.7B

- Document collaboration & messaging SaaS
- Salesforce's biggest purchase ever

#### **Corum Research Report**





Yasmin Khodamoradi Director, Valuation Services



Valeriya Chumachenko Senior Analyst



Anna Lebedieva Senior Analyst



Artem Mamaiev Senior Analyst



Olha Rumiantseva Analyst



Tzvi Kilov Writer



# We welcome your questions!

# Email questions to info@corumgroup.com

### This event is being recorded

On demand webcast will be available at www.corumgroup.com







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





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







## After the Deal – Celebration



# CORUM Thank you!