

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

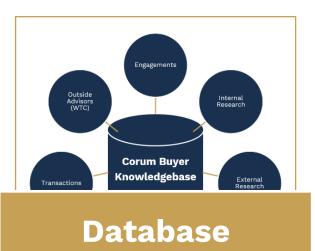
World Tech M&A Leaders





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.



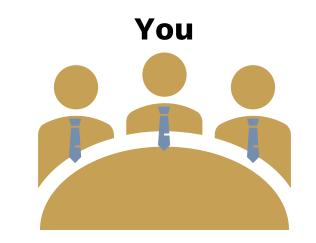
- Joel Espelien has worked in a number of roles over a twenty five year career in the technology industry and has participated in multiple successful transactions since joining Corum in 2017, including the recent sale of IoT smart logistics company Connected Holdings to Phillips Connect Technologies.
- 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.



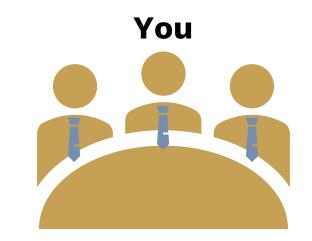


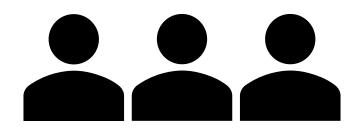
CORUM Tech M&A Monthly



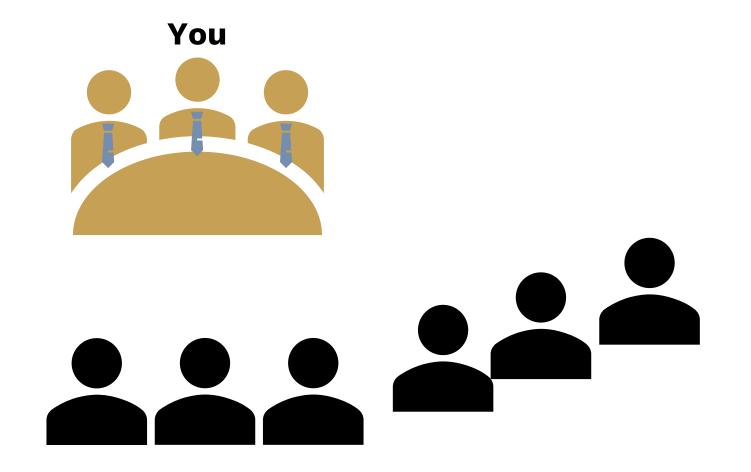




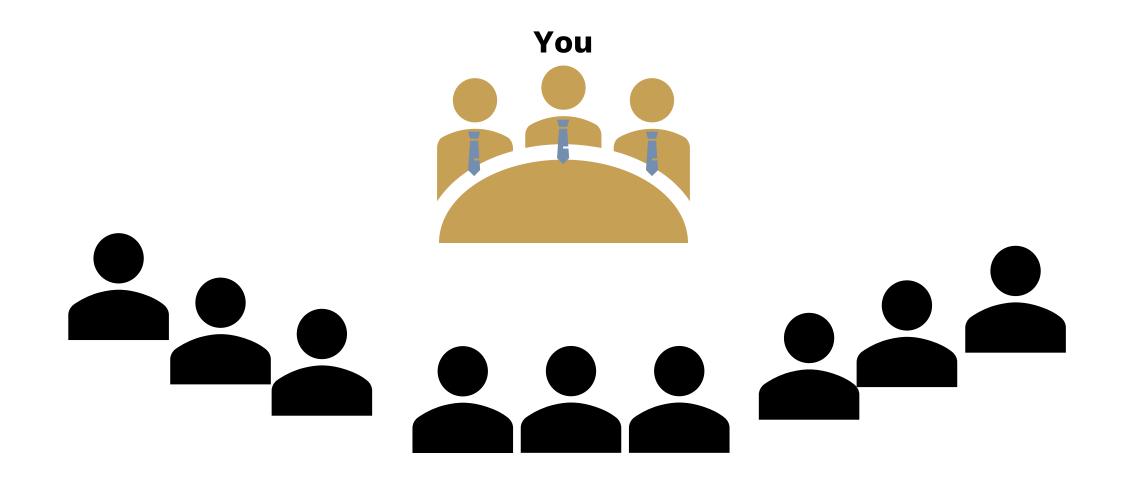


















"You have got to be ready. If you are a person who thinks you can shoot from the hip this is not shoot from the hip time! Because everything you say, they are going to ask you to give them a number or document or something that substantiates it. This is not the time to be swagging it out there. You've 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 \$\$\$

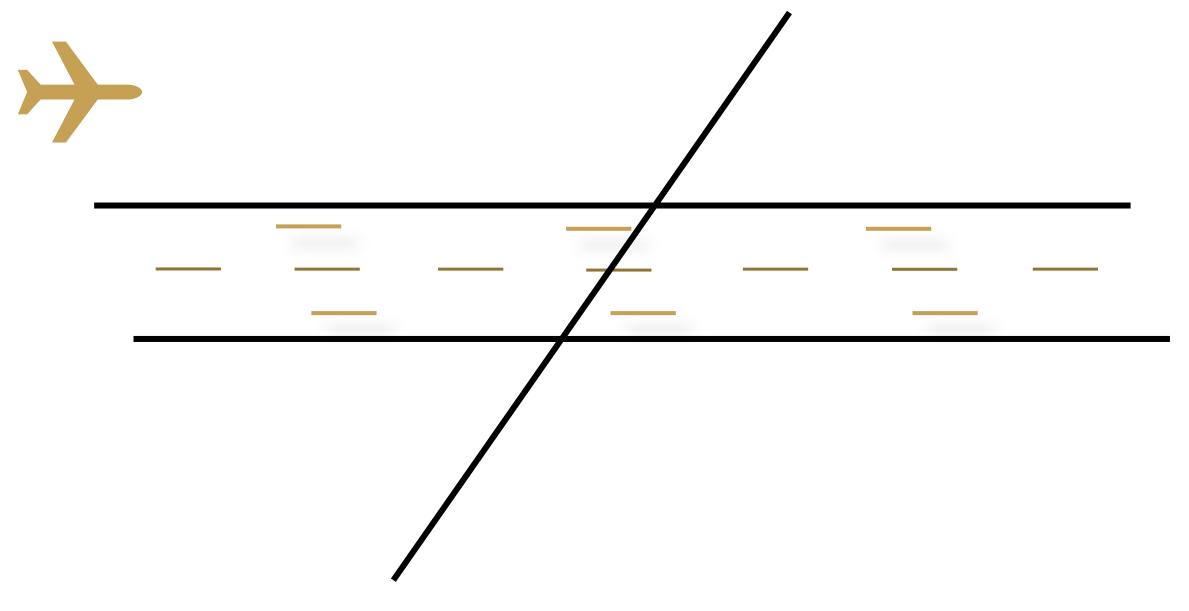
Or worse, the entire deal













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

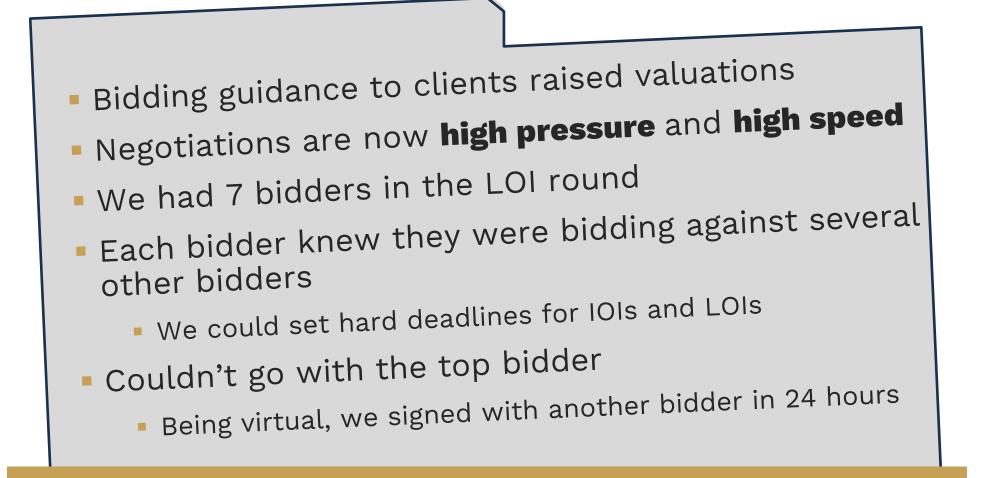


 Having lots of bidders adds to the urgency of negotiation & the speed of outcome

- 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?

Preparation²



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

- Preparation²
- Razor sharp execution

TECH M&A FOR CEOS, BY CEOS



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

- Preparation²
- 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

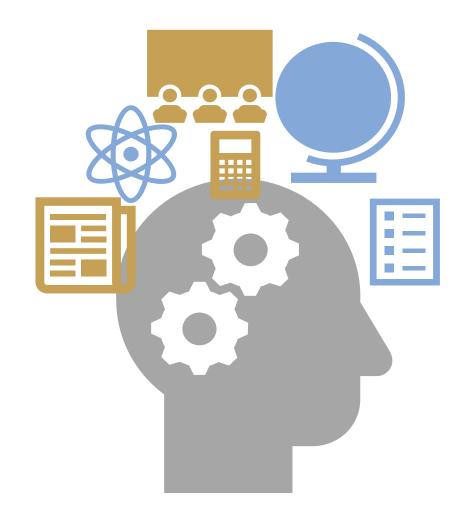
- Are you positioned appropriately within the market to capture maximum valuation?
- Lower the "perceived risk" for the buyer
- A room full of former CEOs, technologists, M&A lawyers, and deal makers
 - We call it the Initial Presentation Meeting (IPM)
- "Team selling" is the key to an optimal outcome





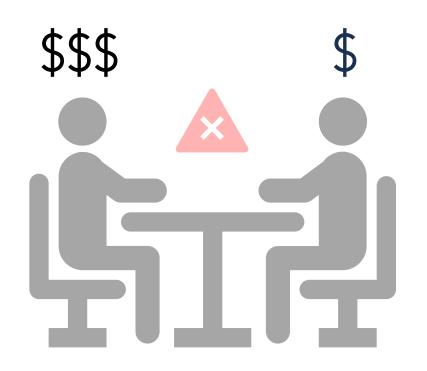
2. Knowledge on the Buyers

- 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



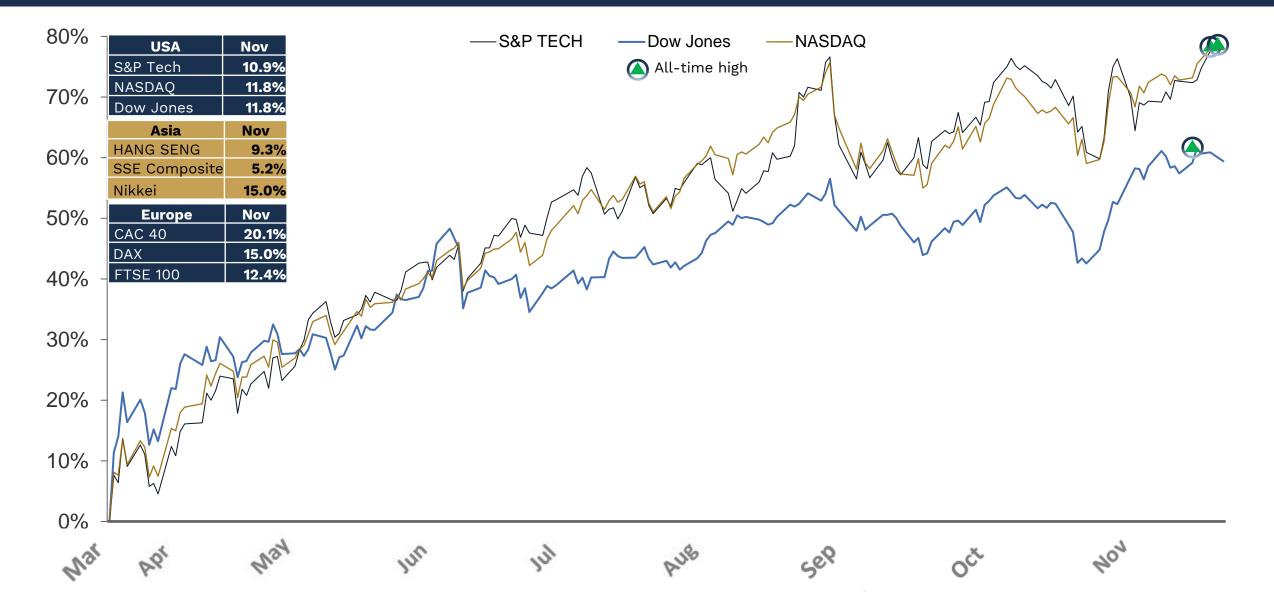
Olha Rumiantseva Analyst



Tzvi Kilov Writer

Public Markets Mar 2020-YTD % CHANGE





Public Markets Mar 2020-YTD % CHANGE

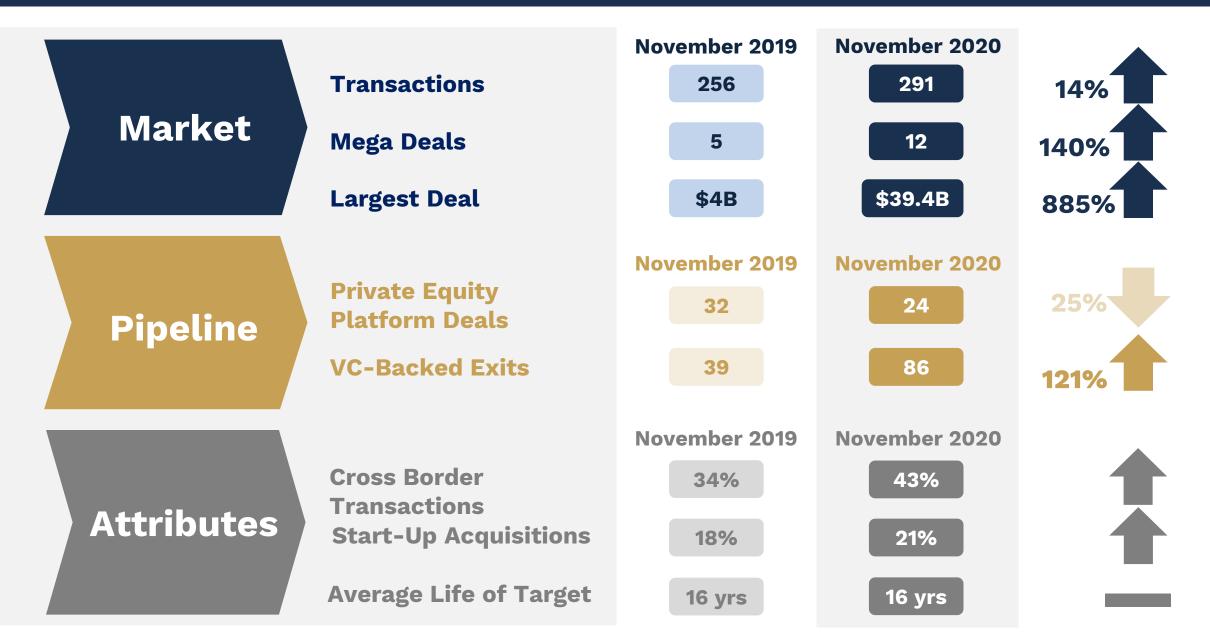


		Start	End	Years	
	Previous	Mar. 9, 2009	Feb. 19, 2020	10.9	
2 Dot	com Bubble	Oct. 11, 1990	Mar. 24, 2000	9.5	
	stwar Boom	Jun. 13, 1949	Aug. 2, 1956	7.1	
	• • •				
	Current	Mar. 23, 2020	?	0.8	



Corum Index TECH M&A









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	CVlocity salesforce \$1.3B
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INTERNET	HORIZONTAL
\$65B	\$83B







Image Frame Investment **\$1.3B**

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VISION

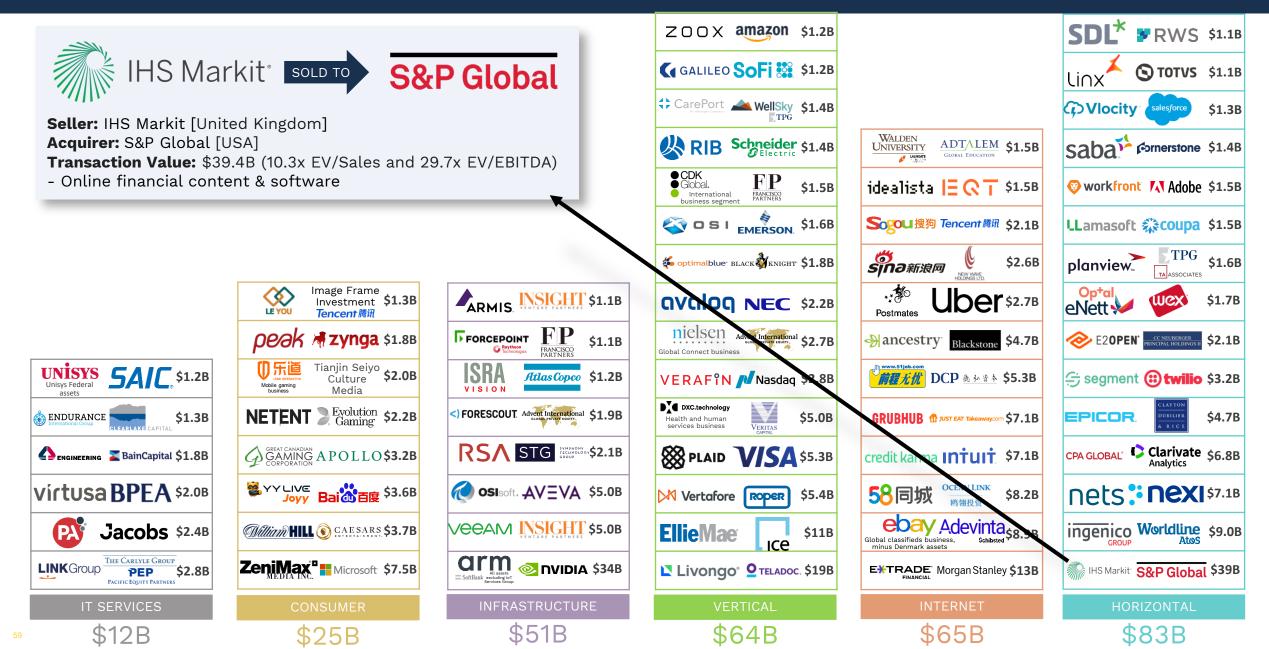
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\$51B

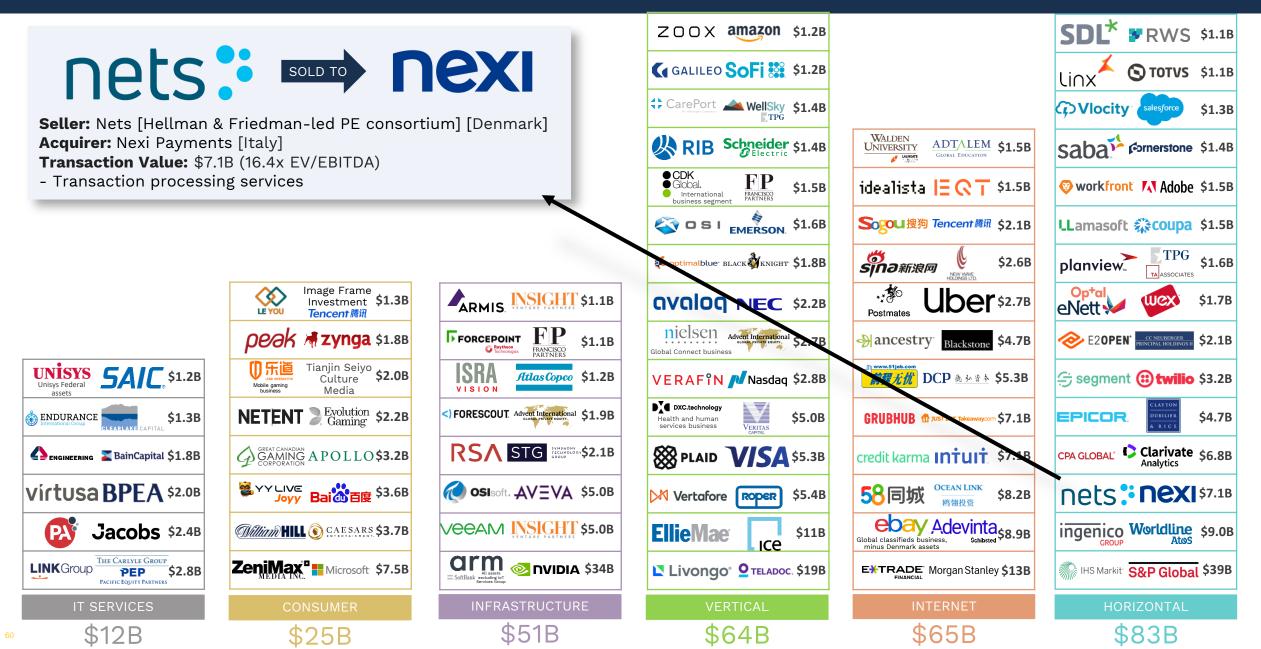
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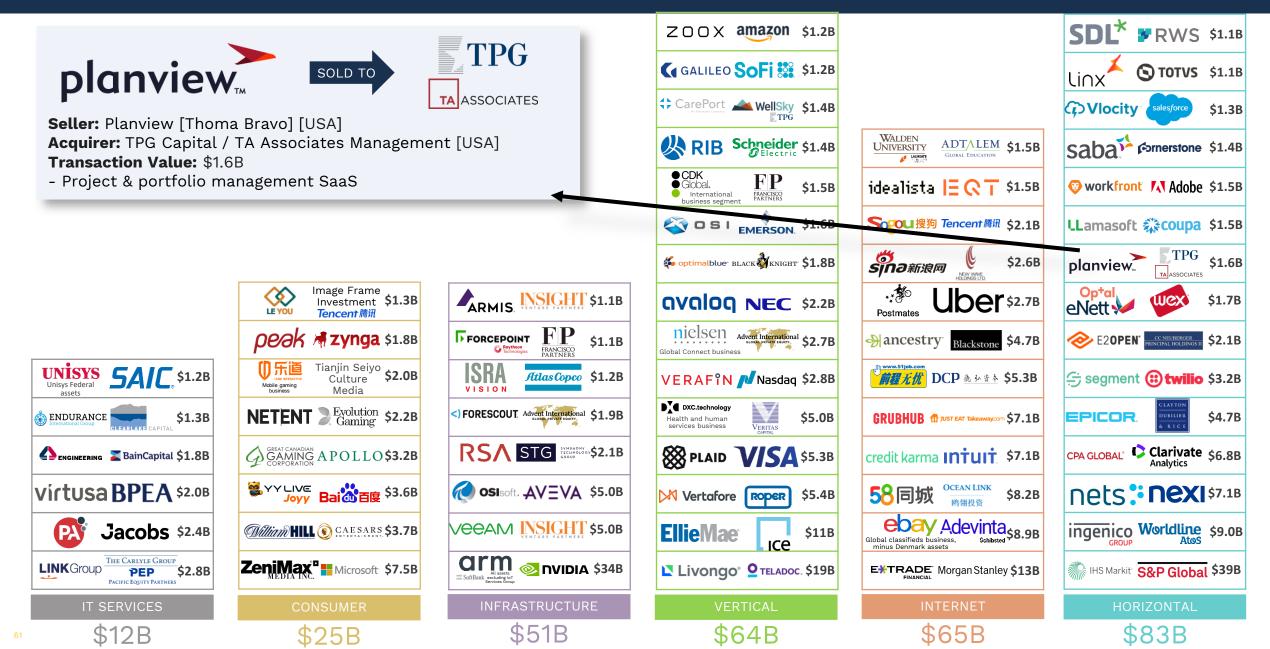




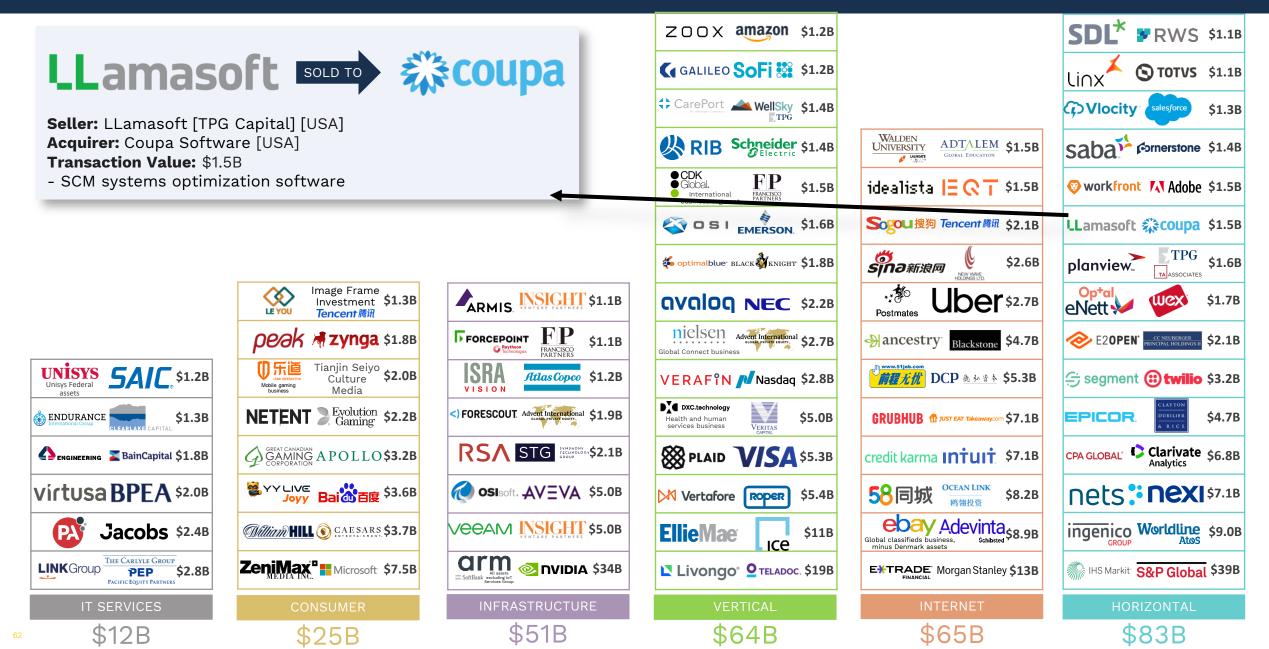








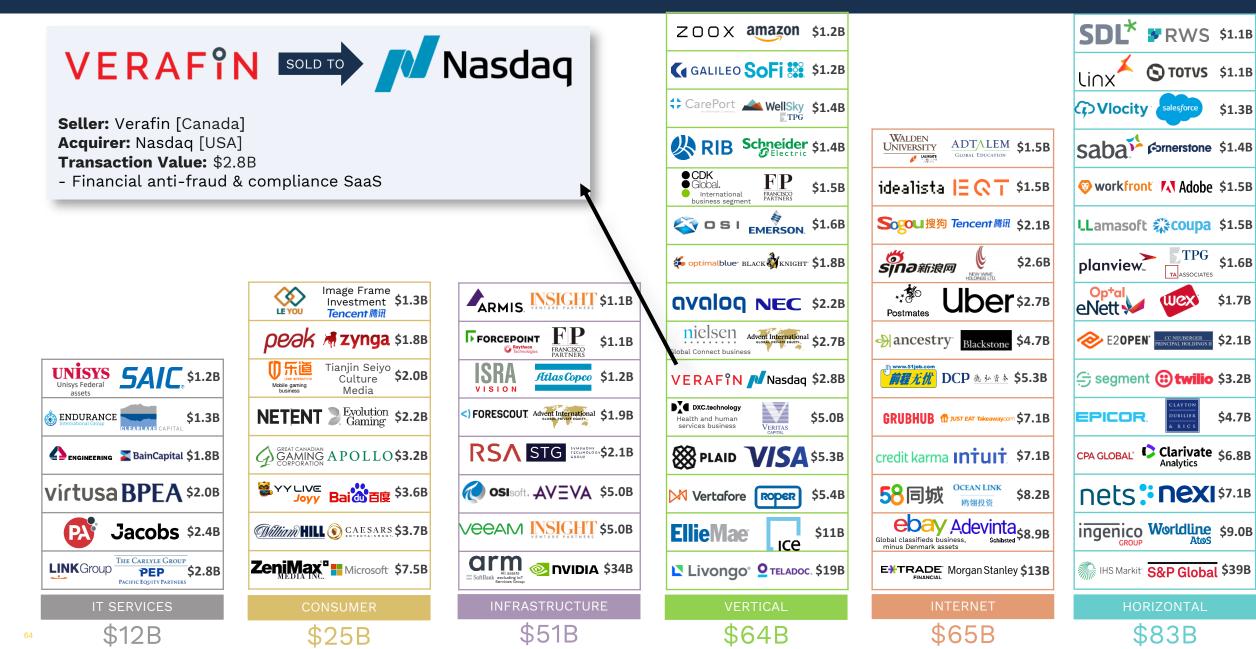




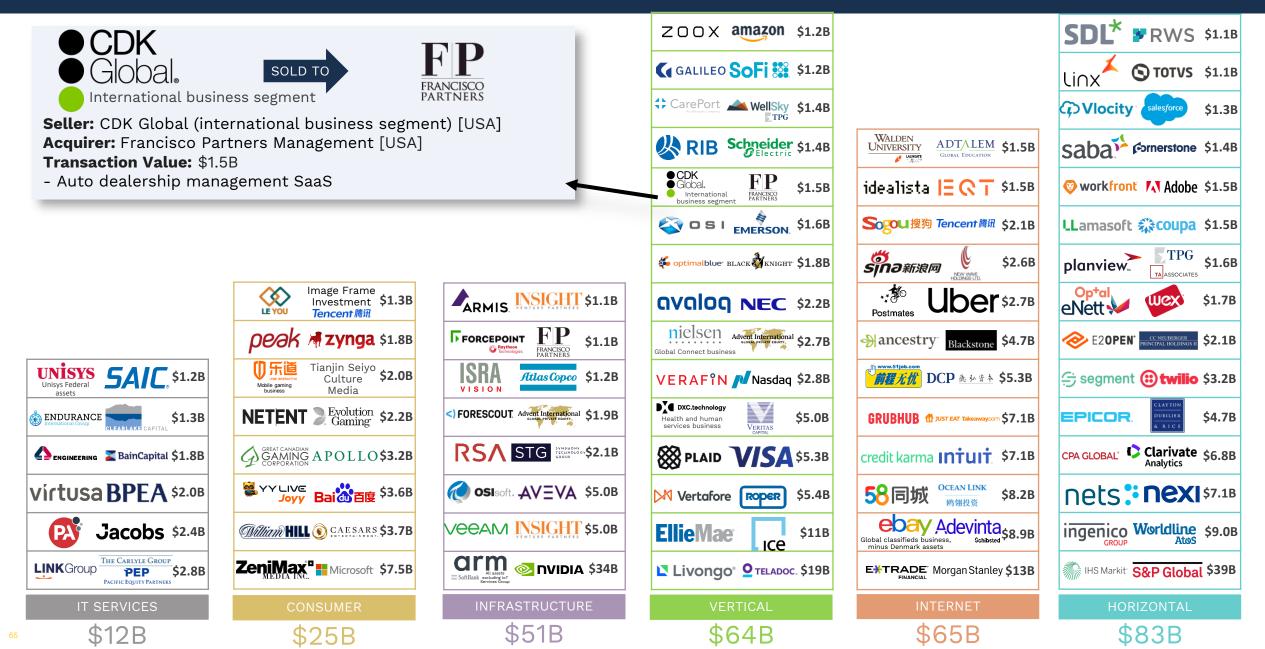


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Acquirer: Adobe [USA] Transaction Value: \$1.5			RIB Schneider \$1.4B	WALDEN UNIVERSITY GLOBAL EDUCATION \$1.5B	Saba formerstone \$1.4B
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63 \$12B	\$25B	\$51B	\$64B	\$65B	\$83B

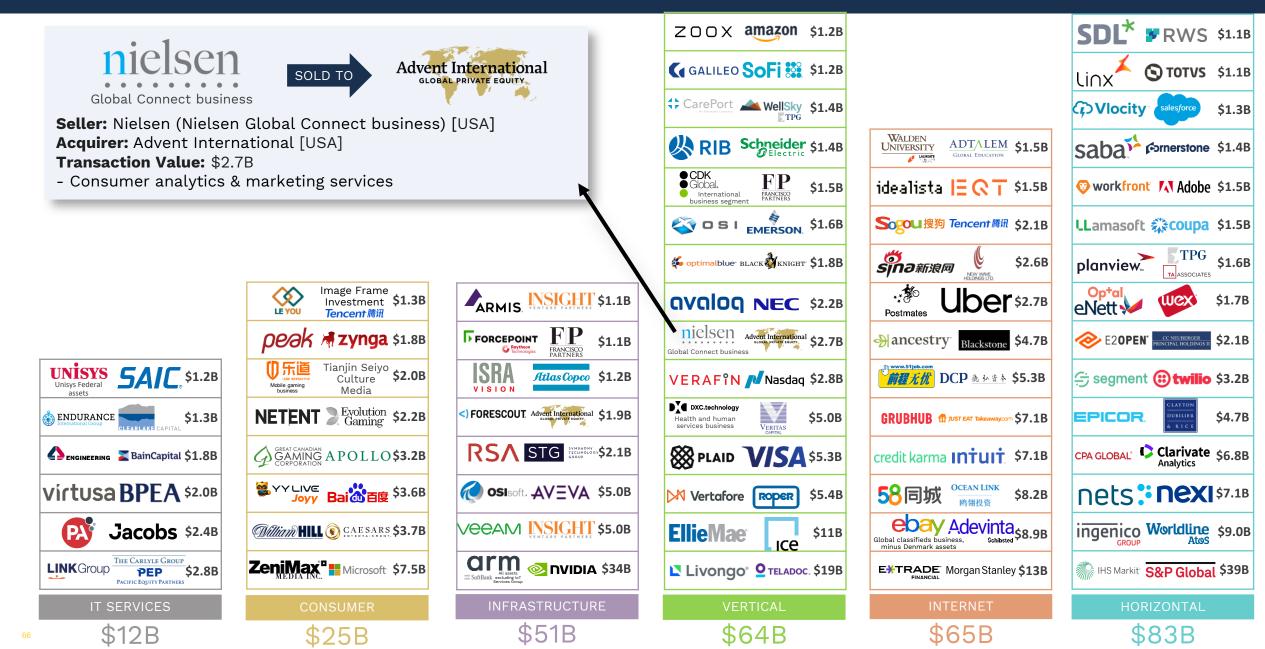
















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	CarePort WellSky \$1.4B		Vlocity salesforce \$1.3B
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	VERTICAL	INTERNET	HORIZONTAL
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	Global classifieds business, minus Denmark assets	ingenico Worldline \$9.0B
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VERTICAL	INTERNET	HORIZONTAL
\$64B	\$65B	\$83B





Public Valuation Multiples







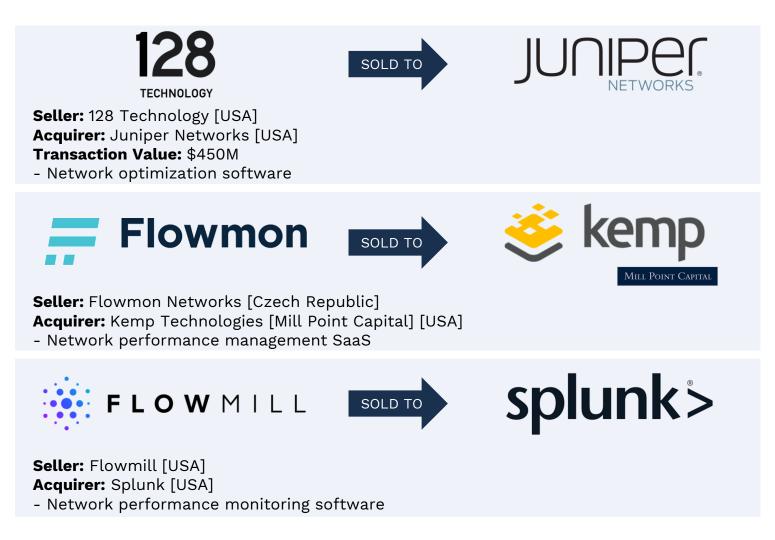
Cybersecurity







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]

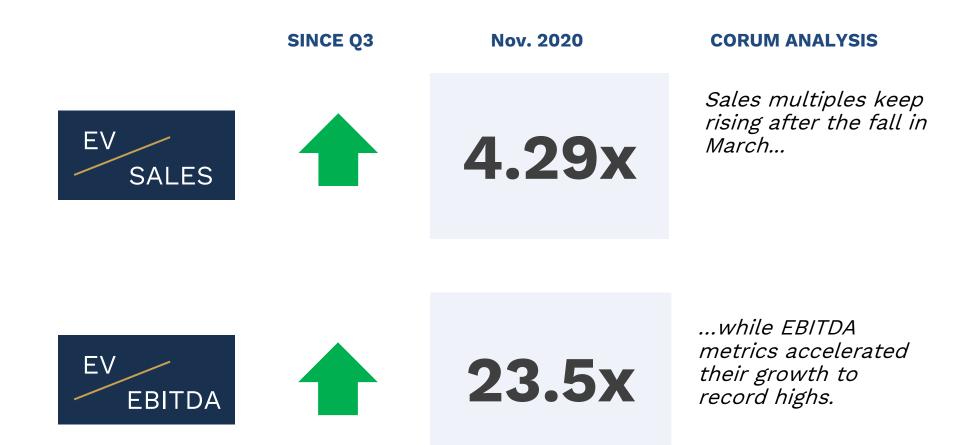
Acquirer: Main Capital Partners [Netherlands]

- 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



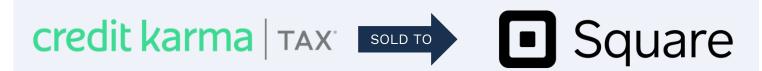
Seller: Drops [Estonia] Acquirer: Kahoot! [Norway] Transaction Value: \$31M

- 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



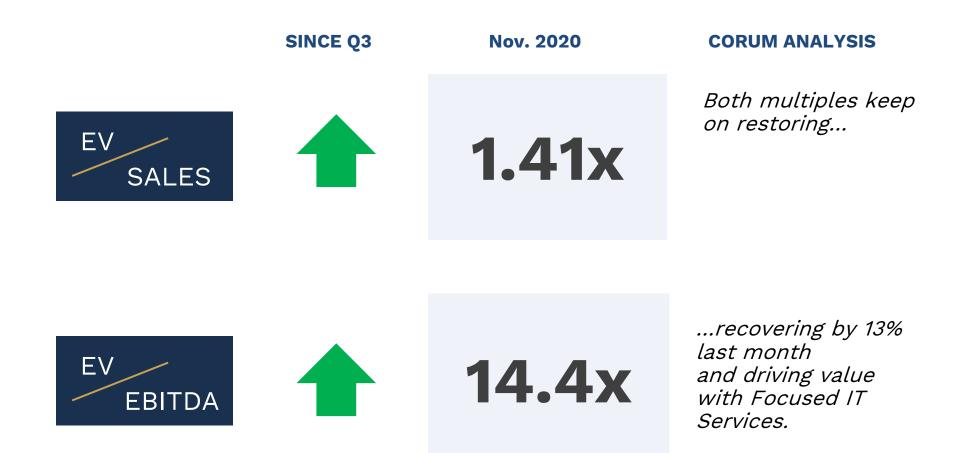
Seller: coliquio [Germany] **Acquirer:** WebMD Health [Internet Brands] [KKR] [USA]

- 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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	peak #zynga \$1.8B
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vírtusa BPEA \$2.0B	
Jacobs \$2.4B	CAESARS \$3.7B
LINKGroup	ZeniMax [®] Microsoft \$7.5B
IT SERVICES	CONSUMER
\$12B	\$25B

	1.1B
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ISRA VISION Atlas Cop	co \$1.2B
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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 [,] BLACK KNIGHT \$1.88	じんしん いっかい (1000) (1000) (1	planview. TPG
avalog NEC \$2.2B	Postmates Uber \$2.7B	eNett 🐓 👐 \$1.78
Advent International Global Connect business	→ ancestry ⁻ Blackstone \$4.7B	E20PEN [®] E210PEN [®] CC NEUBERGER \$2.1B
VERAFîN 🗾 Nasdaq \$2.8B	前程尤优 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 [°] DTELADOC. \$19B	E *TRADE Morgan Stanley \$13B	IHS Markit: S&P Global \$39B
VERTICAL	INTERNET	HORIZONTAL
\$64B	\$65B	\$83B





Security Services







IoT Integration



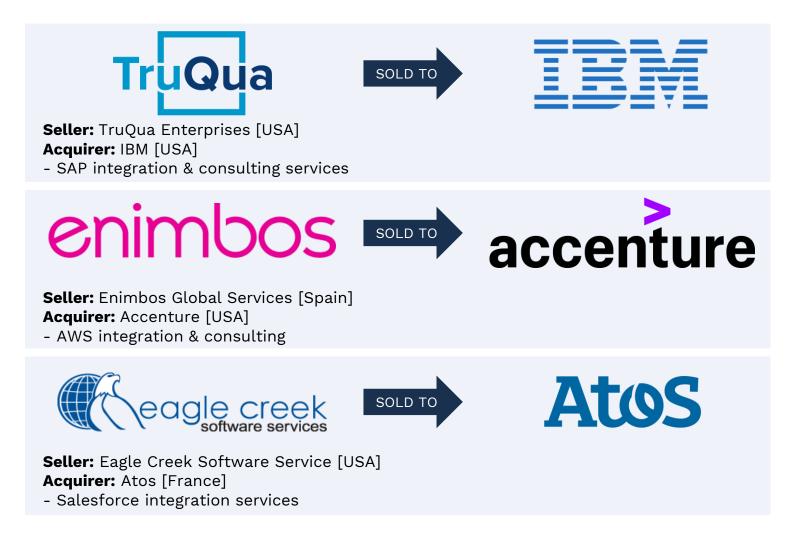
Seller: Bright Wolf [USA] **Acquirer:** Cognizant Technology Solutions [USA]

- 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





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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!