



## HYDE PARK CAPITAL

Investment Banking | Mergers & Acquisitions | Capital Raising

### Overview

Nationally recognized investment bank  
founded in 2000

Over 300 transactions completed, totaling  
more than \$10 billion in transaction value

Extensive relationships with leading  
institutional lenders, PE investors,  
and strategic buyers

Proven ability to source quality buyers  
and maximize deal value

### Industry Expertise

- Technology
- Healthcare
- Business Services
- Industrial Services
- Financial Services
- Consumer

### Transaction Size

- \$25MM - \$500MM

### Investment Banking Services

Mergers & acquisitions, recapitalizations,  
and management buyouts

Capital raising of equity, mezzanine, and  
senior debt capital

Financial advisory, analytical support,  
and fairness opinions

Comprehensive and targeted sell-side  
marketing efforts

### **Hyde Park Capital Advisors, LLC**

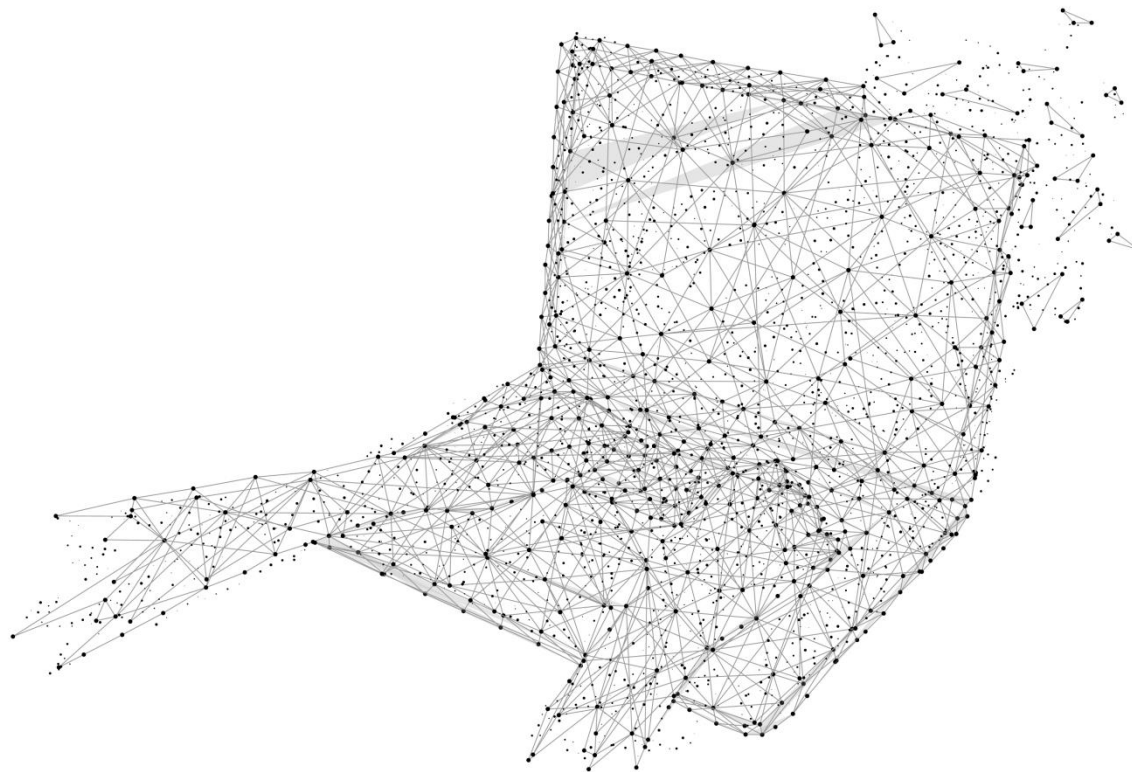
701 N. Franklin Street

Tampa, FL 33602

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# *Technology* **M&A Report** *Q1 2020*



# Capital Markets Overview

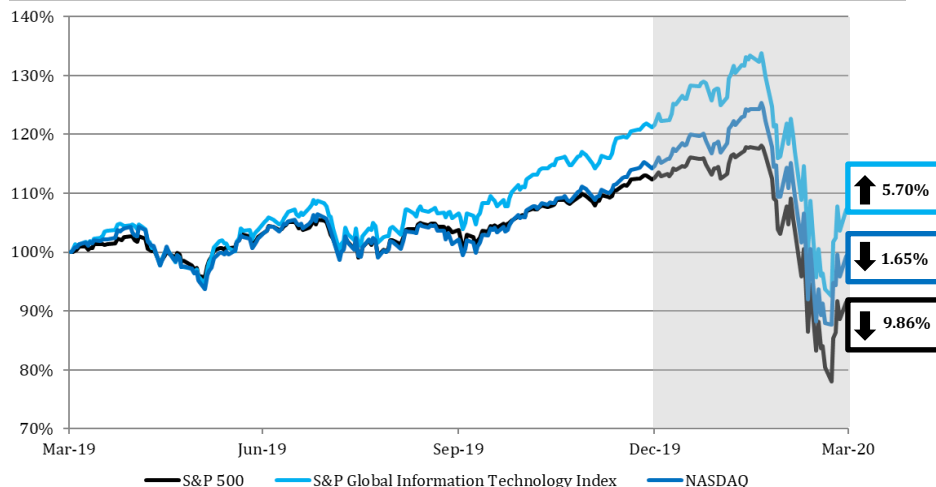
## Commentary

- The S&P Global Information Technology Index increased 5.7% during the twelve-month period ended March 31, 2020, with strong performance in the first month of the year, while the Nasdaq decreased 1.65% and the S&P 500 decreased by 9.86%.
- IPO activity in the Technology industry slowed during Q1 2020 with only two IPOs – down from seven the previous quarter. Duos Tech. Group (NasdaqCM:DUOT), a provider of A.I. driven technology systems, had the largest IPO of the quarter at \$8 million.
- The Software-as-a-Service(SaaS), Application Software(Horizontal), and Infrastructure Software sectors were the industry's leaders with respect to valuation during Q1 2020, trading at revenue multiples of 6.3x, 4.8x, and 4.7x respectively.

## Select Technology Public Offerings (Q1 2020)

| Offer Date | Issuer                       | Industry Sector | Transaction Type | Transaction Value (\$M) |
|------------|------------------------------|-----------------|------------------|-------------------------|
| 03/30/20   | Oracle Corp.                 | Software        | Fixed-Income     | \$4,484                 |
| 03/20/20   | Intel Corp.                  | Hardware        | Fixed-Income     | \$2,248                 |
| 03/26/20   | NVIDIA Corp.                 | Hardware        | Fixed-Income     | \$1,995                 |
| 01/22/20   | Adobe, Inc.                  | Software        | Fixed-Income     | \$1,296                 |
| 02/28/20   | RingCentral, Inc.            | Software        | Fixed-Income     | \$1,000                 |
| 02/20/20   | Dynatrace, Inc.              | Software        | Secondary        | \$863                   |
| 02/20/20   | Citrix Systems Inc.          | Software        | Fixed-Income     | \$745                   |
| 02/06/20   | Resonant, Inc.               | Hardware        | Secondary        | \$25                    |
| 02/12/20   | Duos Tech. Group, Inc.       | Software        | IPO              | \$8                     |
| 01/07/20   | Direct Comm. Solutions, Inc. | Hardware        | IPO              | \$2                     |

## Public Market Performance



Source: Capital IQ.

## Market Performance by Sector

| Industry Sector                   | Change in Stock Price |           | Median Enterprise Value / LTM |        |
|-----------------------------------|-----------------------|-----------|-------------------------------|--------|
|                                   | 3 Months              | 12 months | Revenue                       | EBITDA |
| Software Bellwethers              | (8.6%)                | 5.5%      | 4.6x                          | 11.6x  |
| Application Software (Horizontal) | (10.3%)               | (9.2%)    | 4.8x                          | 24.3x  |
| Application Software (Vertical)   | (11.0%)               | 5.6%      | 3.8x                          | 21.7x  |
| Software-as-a-Service (SaaS)      | (1.5%)                | 1.2%      | 6.3x                          | 27.1x  |
| Data & Analytics                  | (19.7%)               | (4.8%)    | 4.3x                          | 15.7x  |
| Infrastructure Software           | (13.8%)               | (23.0%)   | 4.7x                          | 16.4x  |
| Technology Hardware               | (20.9%)               | 18.5%     | 0.6x                          | 7.7x   |
| IT Services                       | (18.2%)               | (6.0%)    | 1.9x                          | 14.5x  |
| Internet                          | (8.5%)                | (1.8%)    | 3.8x                          | 14.7x  |
| Resellers & Wholesalers           | (42.8%)               | (17.0%)   | 0.3x                          | 7.7x   |



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# Quarterly Middle-Market M&A Activity – Technology

## Commentary

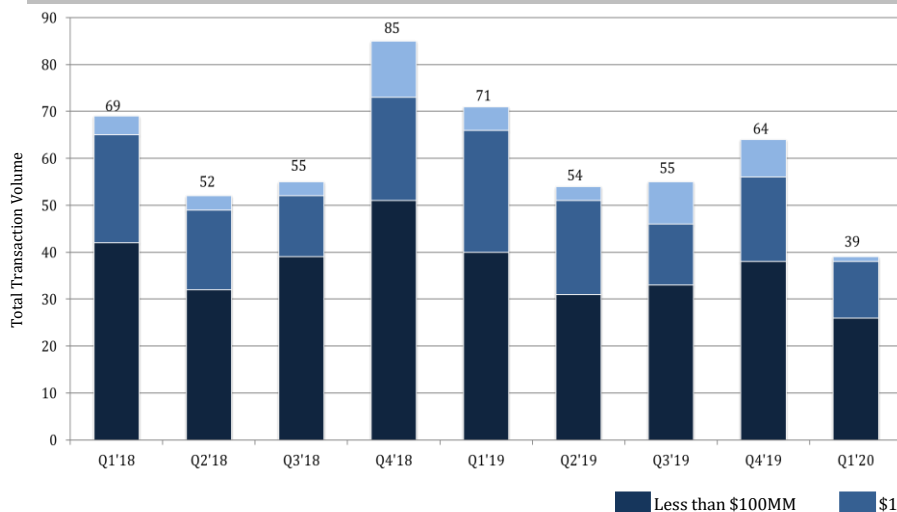
- M&A activity in the Technology industry decreased by 45% in Q1 2020 with 39 closed transactions; similarly, deal value was down 57% to \$4.8 billion compared to the prior year period.
- Transactions valued between \$500-\$999MM saw the most significant decrease in volume during Q1 2020 with only 1 closed transaction compared to 5 closed during the prior year period.
- A drop in middle-market volume for all transactions (including those with undisclosed value) of 13% reflects the early implications the health crisis has had on the M&A market as near-term outlook has materially changed given the increase in market volatility and economic forecasts. Q1 2020 saw only 421 deals compared to the prior year period's 483 deals.

## Middle-Market M&A Transactions by Deal Size-Technology

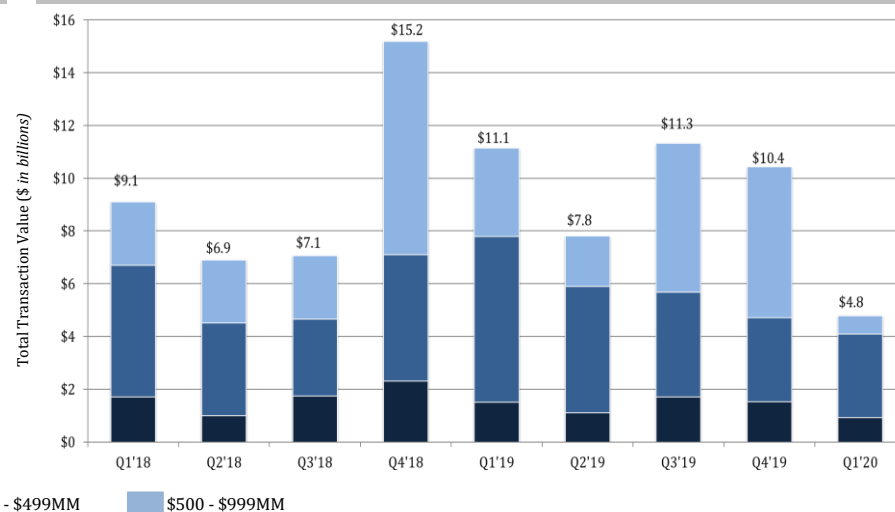
(\$ in billions)

| Deal Size                  | Q1 2019     |               | Q1 2020     |              | % Change     |              |
|----------------------------|-------------|---------------|-------------|--------------|--------------|--------------|
|                            | Volume      | Value         | Volume      | Value        | Volume       | Value        |
| Less than \$100MM          | 40          | \$1.5         | 26          | \$0.9        | (35%)        | (38%)        |
| \$100 - \$499MM            | 26          | \$6.3         | 12          | \$3.2        | (54%)        | (50%)        |
| \$500 - \$999MM            | 5           | \$3.4         | 1           | \$0.7        | (80%)        | (79%)        |
| <b>Total Middle Market</b> | <b>71</b>   | <b>\$11.1</b> | <b>39</b>   | <b>\$4.8</b> | <b>(45%)</b> | <b>(57%)</b> |
| <b>% of Total Market</b>   |             |               |             |              |              |              |
| Less than \$100MM          | 56%         | 13%           | 67%         | 19%          |              |              |
| \$100 - \$499MM            | 37%         | 56%           | 31%         | 66%          |              |              |
| \$500 - \$999MM            | 7%          | 30%           | 3%          | 15%          |              |              |
| <b>Total Middle Market</b> | <b>100%</b> | <b>100%</b>   | <b>100%</b> | <b>100%</b>  |              |              |

## U.S. Mid-Market M&A Activity – Quarterly Trend: VOLUME



## U.S. Mid-Market M&A Activity – Quarterly Trends: VALUE



Source: Capital IQ. Includes deals with disclosed values greater than \$10 million. Note: Due to rounding, numbers may not sum precisely.



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# Recent M&A Activity – Technology

## Select Announced M&A Transactions (Q1 2020)

| <u>Announced Date</u> | <u>Target</u>                         | <u>Buyer</u>               | <u>Industry</u> | <u>TEV (\$MM)</u> | <u>EV / Revenue</u> | <u>EV / EBITDA</u> |
|-----------------------|---------------------------------------|----------------------------|-----------------|-------------------|---------------------|--------------------|
| 03/31/20              | Comman Alcon, Inc.                    | Thoma Bravo                | Software        | NA                | NA                  | NA                 |
| 03/26/20              | Affirmed Networks, Inc.               | Microsoft Corp.            | Software        | NA                | NA                  | NA                 |
| 03/05/20              | SwiftStack, Inc.                      | NVIDIA Corp.               | Software        | NA                | NA                  | NA                 |
| 02/24/20              | Light Point Security                  | McAfee                     | Software        | NA                | NA                  | NA                 |
| 02/23/20              | Xperi Corp.                           | Metis Ventures             | Software        | \$1,461           | 5.2x                | 26.2x              |
| 02/18/20              | CardWorks, Inc.                       | Ally Financial, Inc.       | Software        | \$2,648           | NA                  | NA                 |
| 02/18/20              | RSA Security                          | AlpInvest Partners         | Software        | \$2,075           | NA                  | NA                 |
| 02/06/20              | Xumo                                  | Comcast Corp.              | Software        | NA                | NA                  | NA                 |
| 02/06/20              | Forescout Technologies, Inc.          | Advent Intl. Corp.         | Software        | \$1,786           | 5.3x                | NM                 |
| 02/04/20              | L3 Security & Detection Systems, Inc. | Leidos Holdings, Inc.      | Software        | \$1,000           | 2.0x                | NA                 |
| 02/03/20              | OneReport, Inc.                       | Nasdaq, Inc.               | Software        | NA                | NA                  | NA                 |
| 02/03/20              | Scytale, Inc.                         | Hewlett Packard            | Hardware        | NA                | NA                  | NA                 |
| 01/15/20              | XNOR.AI, Inc.                         | Apple, Inc.                | Software        | NA                | NA                  | NA                 |
| 01/06/20              | Armis, Inc.                           | Insight Venture Management | Software        | \$1,100           | NA                  | NA                 |
| 01/03/20              | AI Factory, Inc.                      | Snap, Inc.                 | Software        | NA                | NA                  | NA                 |

Source: Capital IQ.



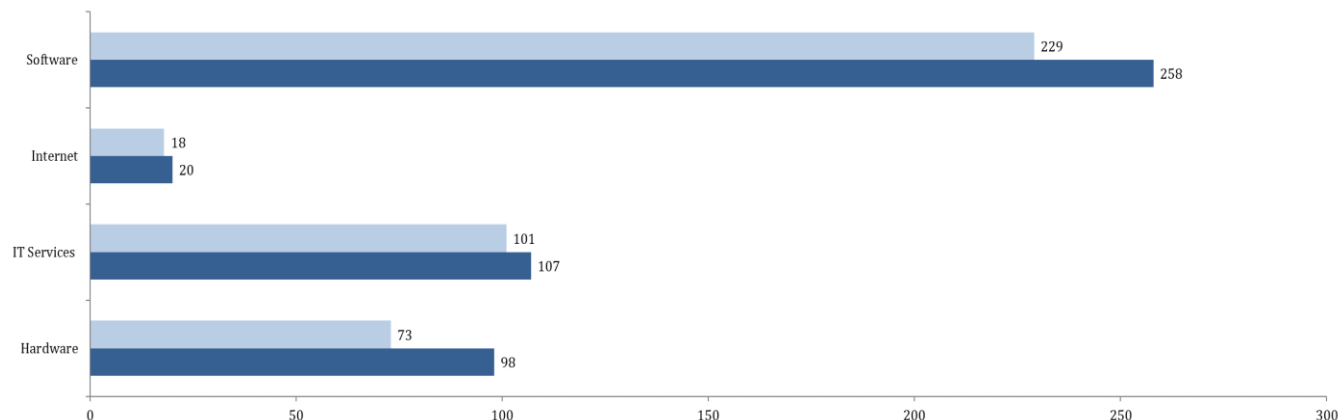
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# M&A Activity by Technology Sector

## U.S. Deal Flow by Technology Sector

All reported deals:



% Change

↓ 11%

↓ 10%

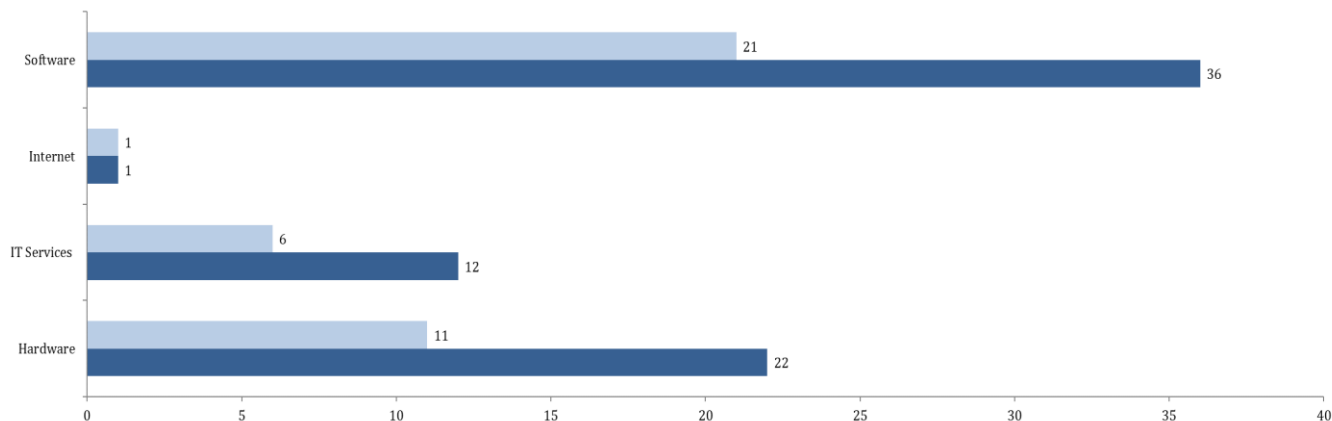
↓ 6%

↓ 26%

## U.S. Middle-Market\* Deal Flow by Technology Sector

Q1 '19 Q1 '20

Deals with reported value:



% Change

↓ 42%

↑ 0%

↓ 50%

↓ 50%

Source: Capital IQ. Hardware includes Semis and IT Services includes Tech. Distributors and Data Processing and Outsourced Services. \*Includes closed deals with values between \$10MM and \$1B.



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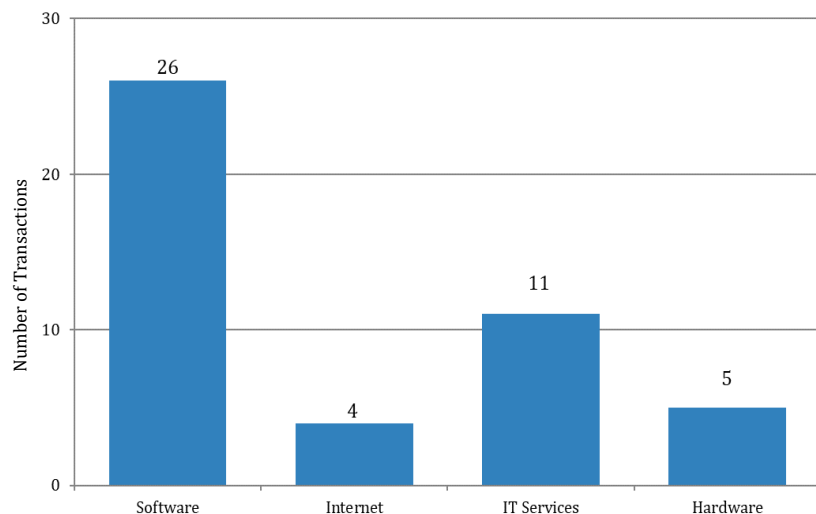
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# Private Equity Activity – Technology

## Commentary

- Financial sponsor activity slowed in Q1 2020 compared to the prior year period. Activity may remain lower in the coming months until there is greater visibility of the impact that the COVID-19 pandemic will have on businesses. This impact will be a staple conversation piece as investors evaluate new investment opportunities and re-establish their risk tolerance profiles.
- Several notable private equity-backed deals were announced during the quarter, including AlpInvest Partners' acquisition of RSA Security, a provider of intelligence driven security solutions, from Dell for over \$2 billion.
- During Q1 2020, financial sponsors were most active in the Software sector announcing 26 deals.

## Financial Sponsors Industry Transactions



## Select Announced Private Equity Transactions (Q1 2020)

(\$ in millions)

| Announced Date | Target                    | Buyer                  | Industry    | Enterprise Value (\$MM) |
|----------------|---------------------------|------------------------|-------------|-------------------------|
| 03/31/20       | Command Alkon, Inc.       | Thoma Bravo            | Software    | NM                      |
| 03/24/20       | Red Nucleus Solution      | The Riverside Co.      | Software    | NM                      |
| 03/07/20       | AffiniPay                 | TA Associates          | IT Services | NM                      |
| 03/04/20       | Tripleseat Software       | Vista Equity           | Software    | NM                      |
| 02/28/20       | NSi Industries            | Odyssey                | Hardware    | NM                      |
| 02/26/20       | Topbloc                   | BV Investment Partners | IT Services | NM                      |
| 02/20/20       | One, Inc.                 | Great Hill Partners    | Software    | NM                      |
| 02/18/20       | RSA Security              | AlpInvest Partners     | Software    | \$2,075                 |
| 02/03/20       | Kofile                    | Audax Group            | IT Services | NM                      |
| 01/23/20       | Ncontracts                | Gryphon Investors      | Software    | NM                      |
| 01/16/20       | DR Fortress               | GI Partners            | Internet    | NM                      |
| 01/13/20       | Aptos, Inc.               | West Street Capital    | Software    | NM                      |
| 01/07/20       | West Monroe Mgd. Services | M/C Partners           | Internet    | NM                      |
| 01/07/20       | Springbook Software, Inc. | Accel-KKR              | Software    | NM                      |
| 01/06/20       | Computer Design & Integ.  | OEP Capital            | IT Services | NM                      |

Source: Capital IQ. Includes transactions with undisclosed transaction values. Financial sponsors include private & public investment firms, and corporate & financial service investment arms.



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# Select Company Quotes & Sentiment – Technology

## Select Quotes



**Zoom**  
*CEO – Eric Yuan*

### Q1 2020 Earnings Call

“Given this coronavirus, I think overnight, almost everybody really understood they needed a tool like this... I truly believe in the future, everyone will [use] video for remote worker collaboration.”



**Intel**  
*Press Release*

### Press Release

“Intel is pledging an additional \$50 million in a pandemic response technology initiative to combat the coronavirus through accelerating access to technology at the point of patient care, speeding scientific research and online learning access.”



**Apple**  
*The Wall Street Journal*

### News Coverage

“Apple is pushing back the production ramp-up of its flagship iPhones coming later this year by about a month, as the coronavirus pandemic weakens global consumer demand and disrupts manufacturing.”



**Analog Devices**  
*CFO – Prashanth Mahendra-Rajah*

### Q1 2020 Earnings Call

“We have begun to see weaker demand in China related to...ongoing business disruption. And we are assuming an impact on our communications business due to the likelihood of a delay in the 5G rollout.”



**IBM**  
*CEO – Arvind Krishna*

### Q1 2020 Earnings Call

“I believe that what we are going through today with the shift to remote work, automation, application modernization will accelerate our clients’ shift to hybrid cloud. This gives me immense confidence in our future.”



**Alphabet**  
*The Wall Street Journal*

### News Coverage

“Alphabet reported total revenue... up 13% compared with a year earlier. [Their] results add to indications that Silicon Valley might weather the economic slowdown better than others...”

Sources: Capital IQ; Seeking Alpha; WSJ; UBS; Deloitte; Analog Devices; IBM; Zoom.

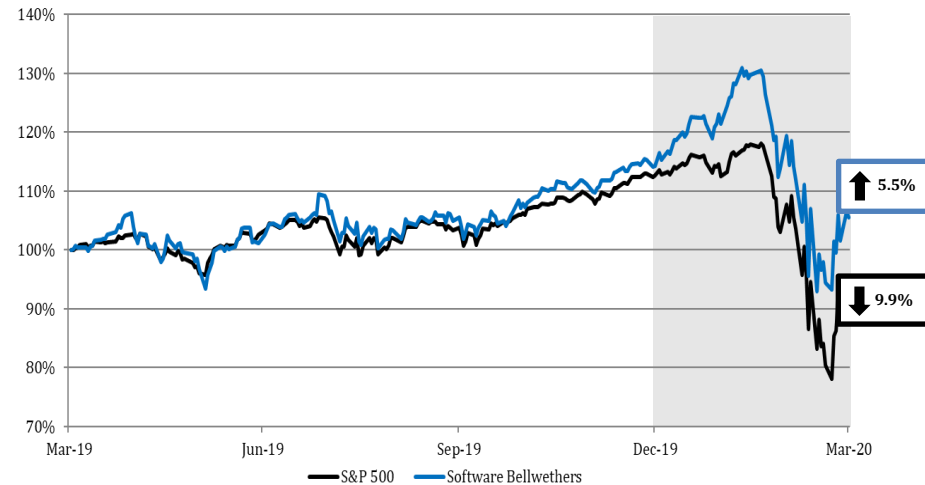


# Industry Sector Overview – Recent Stock Price Performance

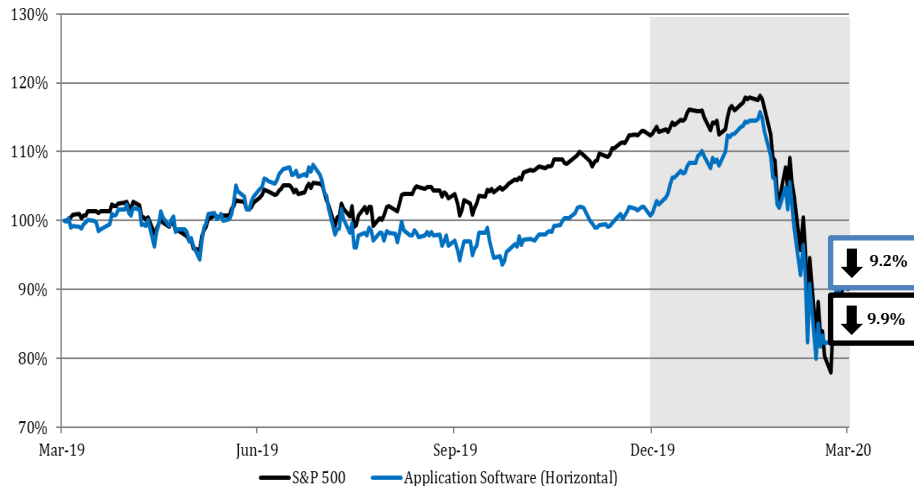
## Commentary

- The charts included on the following pages detail the recent stock price performance by sector for the leading public companies within the Technology industry for the 12-month period ended March 31, 2020. The shaded section represents Q1 2020 and depicts the ripples that the COVID-19 pandemic has sent through capital markets.
- Over that period, only 4 of the 10 sectors in the Technology industry posted positive gains, led by Technology Hardware, Application Software (Vertical) and Software Bellwethers, which increased 18.5%, 5.6%, and 5.5% respectively.
- Infrastructure Software was hit hard in Q1, losing 23% of index value during the quarter.

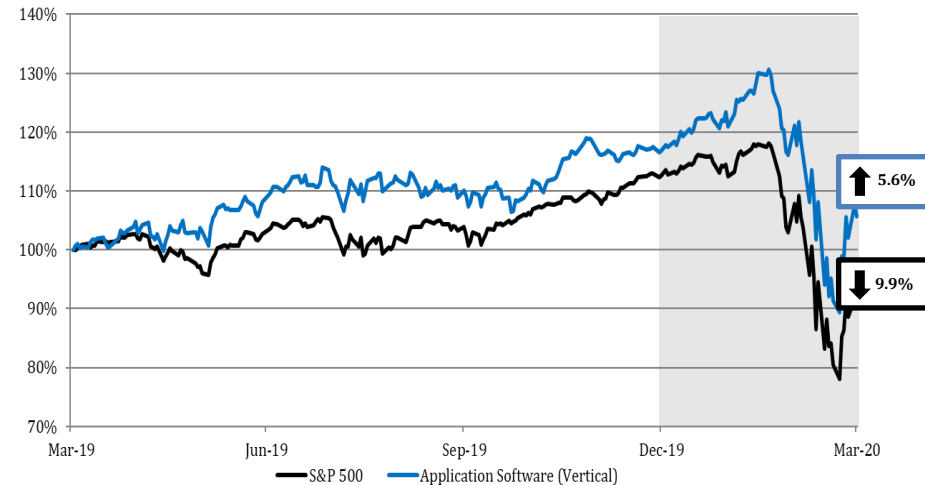
## Software Bellwethers



## Application Software (Horizontal)



## Application Software (Vertical)



Source: Capital IQ.



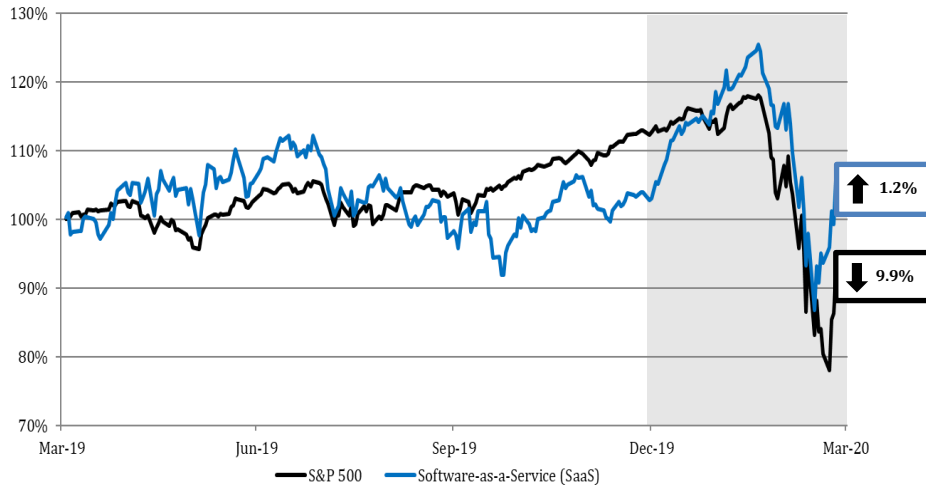
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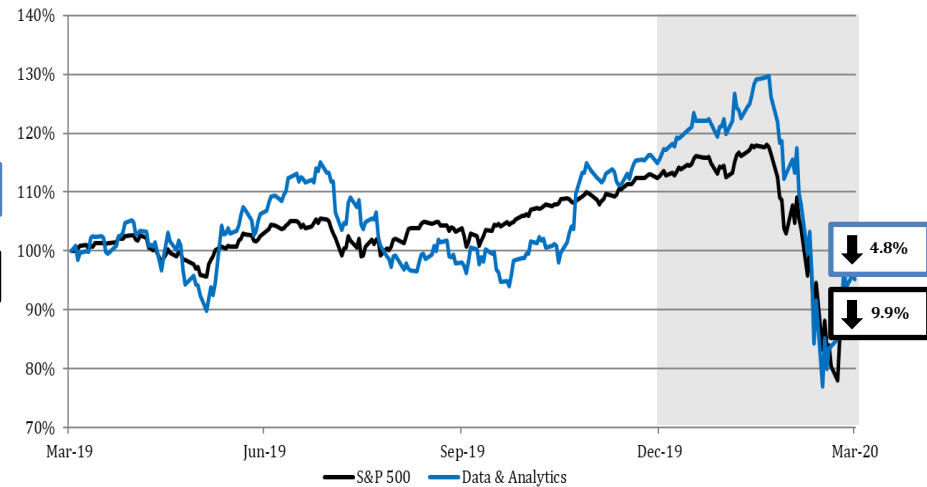


# Industry Sector Overview – Recent Stock Price Performance

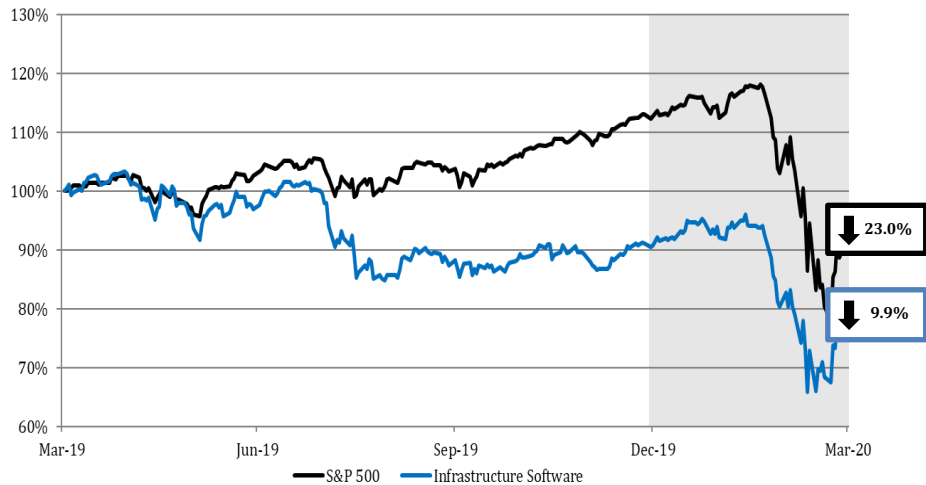
## Software-as-a-Service (SaaS)



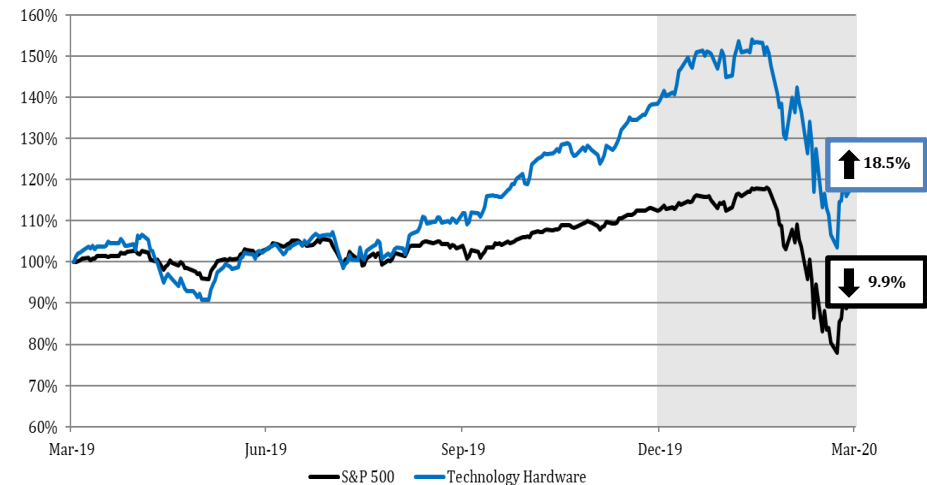
## Data & Analytics



## Infrastructure Software



## Technology Hardware



Source: Capital IQ.

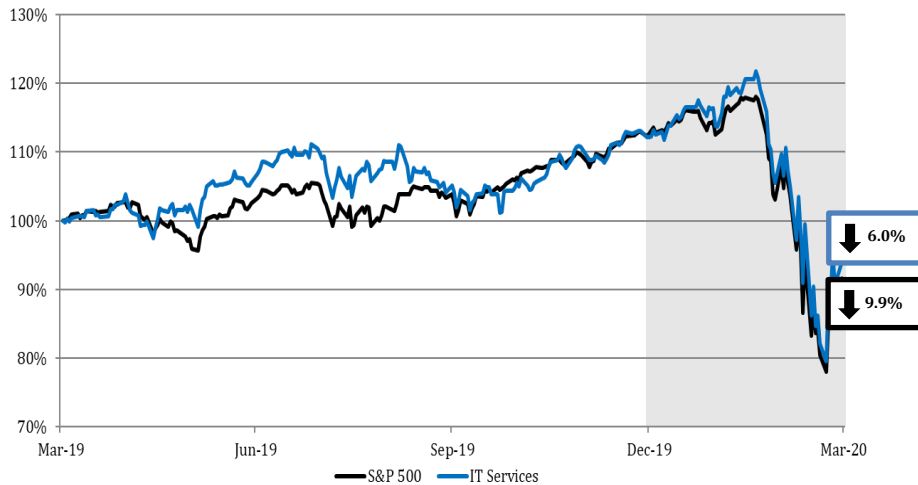


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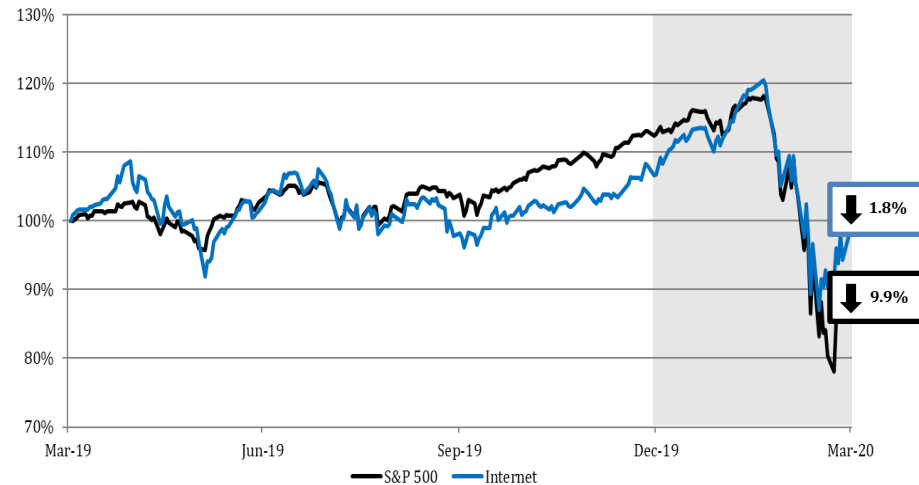
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# Industry Sector Overview – Recent Stock Price Performance

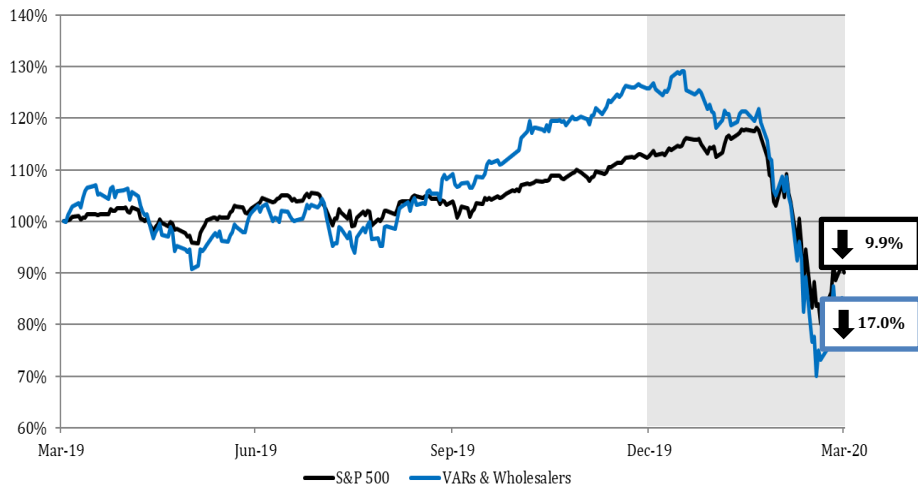
## IT Services



## Internet



## Value Added Resellers and Wholesalers



Source: Capital IQ.



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# Industry Sector Overview – Public Company Analysis

## Software Bellwethers

(\$ in millions, except per share)

| Company              | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM       |              |          | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|----------------------|--------|--------------------------|----------------------|-----------------|---------------------|-----------|--------------|----------|--------------|--------|---------------------------|--------|
|                      |        |                          |                      |                 |                     | Revenue   | Gross Profit | EBITDA   | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Microsoft Corp.      | MSFT   | \$157.71                 | 82.7%                | \$1,217,521     | \$1,170,437         | \$134,249 | \$90,903     | \$61,265 | 67.7%        | 45.6%  | 8.7x                      | 19.1x  |
| Google, Inc.         | GOOG   | \$1,162.81               | 75.9%                | \$812,288       | \$708,580           | \$161,857 | \$89,961     | \$48,133 | 55.6%        | 29.7%  | 4.4x                      | 14.7x  |
| Oracle Corp.         | ORCL   | \$48.33                  | 79.9%                | \$163,186       | \$191,540           | \$39,766  | \$31,734     | \$16,371 | 79.8%        | 41.2%  | 4.8x                      | 11.7x  |
| Cisco Systems, Inc.  | CSCO   | \$39.31                  | 67.5%                | \$169,308       | \$159,317           | \$51,550  | \$32,975     | \$16,205 | 64.0%        | 31.4%  | 3.1x                      | 9.8x   |
| IBM Corp.            | IBM    | \$110.93                 | 69.9%                | \$99,070        | \$156,787           | \$76,536  | \$36,368     | \$15,345 | 47.5%        | 20.0%  | 2.0x                      | 10.2x  |
| salesforce.com, Inc. | CRM    | \$143.98                 | 73.6%                | \$122,383       | \$120,689           | \$17,098  | \$12,863     | \$2,278  | 75.2%        | 13.3%  | 7.1x                      | 53.7x* |
| HP, Inc.             | HPQ    | \$17.36                  | 72.5%                | \$25,992        | \$27,529            | \$58,664  | \$11,430     | \$5,205  | 19.5%        | 8.9%   | .5x*                      | 5.1x*  |
| Average              |        |                          | 74.6%                | \$372,821       | \$362,126           | \$77,103  | \$43,748     | \$23,543 | 58.5%        | 27.2%  | 5.0x                      | 13.1x  |
| Median               |        |                          | 73.6%                | \$163,186       | \$159,317           | \$58,664  | \$32,975     | \$16,205 | 64.0%        | 29.7%  | 4.6x                      | 11.7x  |

Source: Capital IQ. \*Excluded from average and median calculation.



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# Industry Sector Overview – Public Company Analysis

## Application Software (Horizontal)

(\$ in millions, except per share)

### Communication Software

| Company                         | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM     |              |        | LTM Margins  |         | Enterprise Value /<br>LTM |        |
|---------------------------------|--------|--------------------------|----------------------|-----------------|---------------------|---------|--------------|--------|--------------|---------|---------------------------|--------|
|                                 |        |                          |                      |                 |                     | Revenue | Gross Profit | EBITDA | Gross Profit | EBITDA  | Revenue                   | EBITDA |
| Zoom Video Communications, Inc. | ZM     | \$146.12                 | 88.6%                | \$37,158        | \$36,375            | \$623   | \$507        | \$29   | 81.5%        | 4.7%    | 58.5x*                    | NA     |
| Nuance Communications, Inc.     | NUAN   | \$16.78                  | 71.2%                | \$4,856         | \$6,140             | \$1,822 | \$1,078      | \$370  | 59.2%        | 20.3%   | 3.4x                      | 16.6x  |
| Synchronoss Technologies, Inc.  | SNCR   | \$3.05                   | 33.7%                | \$124           | \$368               | \$309   | \$158        | (\$32) | 51.3%        | (10.4%) | 1.2x                      | NM     |
| MobileIron, Inc.                | MOBL   | \$3.80                   | 48.8%                | \$418           | \$339               | \$205   | \$163        | (\$41) | 79.5%        | (20.0%) | 1.7x                      | NM     |
| Average                         |        |                          | 60.6%                | \$10,639        | \$10,806            | \$740   | \$477        | \$82   | 67.8%        | (1.3%)  | 2.1x                      | 16.6x  |
| Median                          |        |                          | 60.0%                | \$2,637         | \$3,254             | \$466   | \$335        | (\$1)  | 69.3%        | (2.8%)  | 1.7x                      | 16.6x  |

### Enterprise Software

| Company                      | Ticker        | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |          | LTM Margins  |         | Enterprise Value /<br>LTM |        |
|------------------------------|---------------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|----------|--------------|---------|---------------------------|--------|
|                              |               |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA   | Gross Profit | EBITDA  | Revenue                   | EBITDA |
| Oracle Corp.                 | ORCL          | \$48.33                  | 79.9%                | \$163,186       | \$191,540           | \$39,766 | \$31,734     | \$16,371 | 79.8%        | 41.2%   | 4.8x                      | 11.7x  |
| IBM Corp.                    | IBM           | \$110.93                 | 69.9%                | \$99,070        | \$156,787           | \$76,536 | \$36,368     | \$15,345 | 47.5%        | 20.0%   | 2.0x                      | 10.2x  |
| Adobe Systems, Inc.          | ADBE          | \$318.24                 | 82.3%                | \$155,961       | \$156,501           | \$11,661 | \$9,934      | \$4,078  | 85.2%        | 35.0%   | 13.4x*                    | 38.2x* |
| Intuit, Inc.                 | NASDAQGS:INTU | \$230.00                 | 74.9%                | \$60,720        | \$59,208            | \$7,127  | \$5,884      | \$2,116  | 82.6%        | 29.7%   | 8.3x*                     | 28.0x* |
| Constellation Software, Inc. | TSX:CSU       | \$902.35                 | 83.9%                | \$19,122        | \$19,540            | \$3,490  | \$1,292      | \$654    | 37.0%        | 18.7%   | 5.6x                      | 29.9x* |
| Open Text Corp.              | OTEX          | \$34.92                  | 73.0%                | \$9,459         | \$12,584            | \$2,935  | \$2,168      | \$917    | 73.9%        | 31.3%   | 4.3x                      | 13.7x  |
| Sage Group plc               | LSE:SGE       | \$7.37                   | 71.6%                | \$8,068         | \$8,552             | \$2,381  | \$2,211      | \$594    | 92.9%        | 24.9%   | 3.6x                      | 14.4x  |
| PagerDuty, Inc.              | PD            | \$17.28                  | 28.9%                | \$1,133         | \$781               | \$166    | \$142        | (\$53)   | 85.2%        | (32.0%) | 4.7x                      | NM     |
| Average                      |               |                          | 70.6%                | \$64,590        | \$75,687            | \$18,008 | \$11,217     | \$5,003  | 73.0%        | 21.1%   | 4.2x                      | 12.5x  |
| Median                       |               |                          | 74.0%                | \$39,921        | \$39,374            | \$5,309  | \$4,048      | \$1,517  | 81.2%        | 27.3%   | 4.5x                      | 12.7x  |

Source: Capital IQ. \*Excluded from average and median calculation.



# Industry Sector Overview – Public Company Analysis

## Application Software (Horizontal)

(\$ in millions, except per share)

### Human Capital Management (HCM)

| Company                    | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM     |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|----------------------------|--------|--------------------------|----------------------|-----------------|---------------------|---------|--------------|---------|--------------|--------|---------------------------|--------|
|                            |        |                          |                      |                 |                     | Revenue | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Workday, Inc.              | WDAY   | \$130.22                 | 57.4%                | \$29,584        | \$29,209            | \$3,627 | \$2,562      | (\$226) | 70.6%        | (6.2%) | 8.1x                      | NM     |
| Paychex, Inc.              | PAYX   | \$62.92                  | 69.5%                | \$22,741        | \$22,878            | \$4,106 | \$2,795      | \$1,695 | 68.1%        | 41.3%  | 5.6x                      | 13.5x  |
| Paycom Software, Inc.      | PAYC   | \$202.01                 | 59.1%                | \$11,796        | \$11,724            | \$738   | \$648        | \$249   | 87.9%        | 33.8%  | 15.9x*                    | 47.0x  |
| Paylocity Holding Corp.    | PCTY   | \$88.32                  | 58.6%                | \$4,914         | \$4,853             | \$519   | \$351        | \$76    | 67.7%        | 14.7%  | 9.4x                      | 63.8x  |
| Cornerstone OnDemand, Inc. | CSOD   | \$31.75                  | 49.3%                | \$1,908         | \$1,858             | \$577   | \$427        | \$25    | 74.1%        | 4.3%   | 3.2x                      | 76.5x* |
| Upwork Inc.                | UPWK   | \$6.45                   | 30.9%                | \$708           | \$617               | \$301   | \$212        | (\$13)  | 70.7%        | (4.4%) | 2.1x                      | NM     |
| Benefitfocus, Inc.         | BNFT   | \$8.91                   | 18.8%                | \$290           | \$442               | \$296   | \$152        | (\$15)  | 51.3%        | (5.2%) | 1.5x                      | NM     |
| Average                    |        |                          | 49.1%                | \$10,277        | \$10,226            | \$1,452 | \$1,021      | \$256   | 70.0%        | 11.2%  | 5.0x                      | 41.4x  |
| Median                     |        |                          | 57.4%                | \$4,914         | \$4,853             | \$577   | \$427        | \$25    | 70.6%        | 4.3%   | 4.4x                      | 47.0x  |

### Marketing Software

| Company              | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|----------------------|--------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|--------|---------------------------|--------|
|                      |        |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| salesforce.com, Inc. | CRM    | \$143.98                 | 73.6%                | \$122,383       | \$120,689           | \$17,098 | \$12,863     | \$2,278 | 75.2%        | 13.3%  | 7.2x*                     | 53.7x* |
| HubSpot, Inc.        | HUBS   | \$133.19                 | 64.0%                | \$5,597         | \$5,244             | \$675    | \$545        | (\$29)  | 80.7%        | (4.3%) | 7.7x*                     | NM     |
| Criteo SA            | CRTO   | \$7.95                   | 34.6%                | \$522           | \$302               | \$2,262  | \$829        | \$247   | 36.7%        | 10.9%  | 0.1x                      | 1.2x   |
| ChannelAdvisor Corp. | ECOM   | \$7.26                   | 57.6%                | \$209           | \$173               | \$130    | \$101        | \$11    | 77.9%        | 8.2%   | 1.3x                      | 16.7x* |
| Average              |        |                          | 57.5%                | \$32,178        | \$31,602            | \$5,041  | \$3,585      | \$627   | 67.6%        | 7.0%   | 0.7x                      | 1.2x   |
| Median               |        |                          | 60.8%                | \$3,059         | \$2,773             | \$1,468  | \$687        | \$129   | 76.5%        | 9.6%   | 0.7x                      | 1.2x   |

Source: Capital IQ. \*Excluded from average and median calculation.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising

# Industry Sector Overview – Public Company Analysis

## Application Software (Horizontal)

(\$ in millions, except per share)

### PLM & Engineering Software

| Company                      | Ticker       | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM     |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|------------------------------|--------------|--------------------------|----------------------|-----------------|---------------------|---------|--------------|---------|--------------|--------|---------------------------|--------|
|                              |              |                          |                      |                 |                     | Revenue | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Dassault Systèmes SE         | ENXTPA:DSY   | \$148.35                 | 82.2%                | \$39,146        | \$41,811            | \$4,609 | \$3,857      | \$1,129 | 83.7%        | 24.5%  | 9.1x                      | 37.0x  |
| Autodesk, Inc.               | ADSK         | \$156.10                 | 73.8%                | \$34,732        | \$35,433            | \$3,274 | \$2,984      | \$468   | 91.1%        | 14.3%  | 10.8x                     | 75.8x* |
| Synopsys, Inc.               | SNPS         | \$128.79                 | 77.2%                | \$19,917        | \$20,081            | \$3,375 | \$2,677      | \$663   | 79.3%        | 19.7%  | 6.0x                      | 30.3x  |
| Ansys, Inc.                  | ANSS         | \$232.47                 | 77.7%                | \$19,975        | \$19,711            | \$1,516 | \$1,371      | \$582   | 90.5%        | 38.4%  | 13.0x                     | 33.9x  |
| Cadence Design Systems, Inc. | CDNS         | \$66.04                  | 82.1%                | \$18,503        | \$18,253            | \$2,378 | \$2,107      | \$640   | 88.6%        | 26.9%  | 7.7x                      | 28.5x  |
| PTC, Inc.                    | NASDAQGS:PTC | \$61.21                  | 59.7%                | \$7,128         | \$8,099             | \$1,346 | \$1,008      | \$226   | 74.9%        | 16.8%  | 6.0x                      | 49.6x* |
| Aspen Technology, Inc.       | AZPN         | \$95.07                  | 66.5%                | \$6,610         | \$6,911             | \$603   | \$542        | \$279   | 89.9%        | 46.3%  | 11.5x                     | 24.8x  |
| Average                      |              |                          | 74.2%                | \$20,859        | \$21,471            | \$2,443 | \$2,078      | \$570   | 85.4%        | 26.7%  | 9.1x                      | 30.9x  |
| Median                       |              |                          | 77.2%                | \$19,917        | \$19,711            | \$2,378 | \$2,107      | \$582   | 88.6%        | 24.5%  | 9.1x                      | 30.3x  |

### Supply Chain & Logistics Software

| Company                           | Ticker  | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM     |              |        | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|-----------------------------------|---------|--------------------------|----------------------|-----------------|---------------------|---------|--------------|--------|--------------|--------|---------------------------|--------|
|                                   |         |                          |                      |                 |                     | Revenue | Gross Profit | EBITDA | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Manhattan Associates, Inc.        | MANH    | \$49.82                  | 55.1%                | \$3,233         | \$3,188             | \$623   | \$331        | \$120  | 53.1%        | 19.3%  | 5.1x                      | 26.5x  |
| The Descartes Systems Group, Inc. | TSX:DSG | \$34.15                  | 77.0%                | \$2,830         | \$2,799             | \$326   | \$240        | \$118  | 73.7%        | 36.1%  | 8.6x                      | 23.8x  |
| Kinaxis, Inc.                     | TSX:KXS | \$76.82                  | 91.2%                | \$2,072         | \$1,868             | \$192   | \$138        | \$41   | 71.9%        | 21.2%  | 9.8x                      | 46.3x* |
| SPS Commerce, Inc.                | SPSC    | \$46.51                  | 74.7%                | \$1,674         | \$1,485             | \$279   | \$187        | \$55   | 67.0%        | 19.6%  | 5.3x                      | 27.1x  |
| American Software, Inc.           | AMSW.A  | \$14.21                  | 71.7%                | \$456           | \$362               | \$112   | \$62         | \$8    | 54.7%        | 7.2%   | 3.2x                      | 45.2x* |
| Park City Group, Inc.             | PCYG    | \$3.80                   | 46.1%                | \$77            | \$64                | \$19    | \$13         | \$3    | 68.5%        | 13.9%  | 3.3x                      | 23.9x  |
| Average                           |         |                          | 69.3%                | \$1,724         | \$1,628             | \$259   | \$162        | \$57   | 64.8%        | 19.5%  | 5.9x                      | 25.3x  |
| Median                            |         |                          | 73.2%                | \$1,873         | \$1,676             | \$235   | \$162        | \$48   | 67.7%        | 19.5%  | 5.2x                      | 25.2x  |

Source: Capital IQ. \*Excluded from average and median calculation.



# Industry Sector Overview – Public Company Analysis

## Application Software (Horizontal)

(\$ in millions, except per share)

### Transportation Technology

|                         |        | Closing Price | % of 52   | Equity   | Enterprise | LTM      |              |           | LTM Margins  |         | Enterprise Value / LTM |        |    |
|-------------------------|--------|---------------|-----------|----------|------------|----------|--------------|-----------|--------------|---------|------------------------|--------|----|
| Company                 | Ticker | 3/31/20       | Week High | Value    | Value      | Revenue  | Gross Profit | EBITDA    | Gross Profit | EBITDA  | Revenue                | EBITDA |    |
| Uber Technologies, Inc. | UBER   | \$27.92       | 59.3%     | \$34,854 | \$32,373   | \$14,147 | \$4,637      | (\$8,146) | 32.8%        | (57.6%) | 2.3x                   | NM     |    |
| Lyft, Inc.              | LYFT   | \$26.85       | 35.3%     | \$6,108  | \$3,734    | \$3,616  | \$1,439      | (\$2,594) | 39.8%        | (71.7%) | 1.0x                   | NM     |    |
|                         |        |               | Average   | 47.3%    | \$20,481   | \$18,054 | \$8,881      | \$3,038   | (\$5,370)    | 36.3%   | (64.7%)                | 1.7x   | NM |
|                         |        |               | Median    | 47.3%    | \$20,481   | \$18,054 | \$8,881      | \$3,038   | (\$5,370)    | 36.3%   | (64.7%)                | 1.7x   | NM |

Source: Capital IQ. \*Excluded from average and median calculation.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising

# Industry Sector Overview – Public Company Analysis

## Application Software (Vertical)

(\$ in millions, except per share)

### Financial Software

| Company                                      | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |         | Enterprise Value /<br>LTM |        |
|--|--------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|---------|---------------------------|--------|
|  |        |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA  | Revenue                   | EBITDA |
| Fidelity National Information Services, Inc. | FIS    | \$121.64                 | 76.9%                | \$54,860        | \$74,511            | \$10,333 | \$3,723      | \$3,404 | 36.0%        | 32.9%   | 7.2x                      | 21.9x  |
| Fiserv, Inc.                                 | FISV   | \$94.99                  | 76.0%                | \$49,642        | \$73,269            | \$10,187 | \$4,926      | \$3,535 | 48.4%        | 34.7%   | 7.2x                      | 20.7x  |
| MSCI, Inc.                                   | MSCI   | \$288.96                 | 86.1%                | \$24,716        | \$26,468            | \$1,558  | \$1,270      | \$821   | 81.5%        | 52.7%   | 17.0x*                    | 32.3x  |
| SS&C Technologies Holdings, Inc.             | SSNC   | \$43.82                  | 64.7%                | \$11,577        | \$18,987            | \$4,633  | \$2,026      | \$1,687 | 43.7%        | 36.4%   | 4.1x                      | 11.3x* |
| Jack Henry & Associates, Inc.                | JKHY   | \$155.24                 | 88.7%                | \$11,971        | \$11,969            | \$1,631  | \$660        | \$451   | 40.5%        | 27.7%   | 7.3x                      | 26.5x  |
| Envestnet, Inc.                              | ENV    | \$53.78                  | 61.3%                | \$2,739         | \$3,323             | \$900    | \$238        | \$86    | 26.4%        | 9.5%    | 3.7x                      | 38.7x  |
| Q2 Holdings, Inc.                            | QTWO   | \$59.06                  | 62.9%                | \$2,728         | \$3,066             | \$315    | \$153        | (\$33)  | 48.5%        | (10.4%) | 9.7x                      | NM     |
| Bottomline Technologies, Inc.                | EPAY   | \$36.65                  | 64.1%                | \$1,533         | \$1,571             | \$435    | \$248        | \$38    | 57.2%        | 8.7%    | 3.6x                      | 41.6x  |
| Average                                      |        |                          | 72.6%                | \$19,971        | \$26,645            | \$3,749  | \$1,655      | \$1,249 | 47.8%        | 24.0%   | 6.1x                      | 30.3x  |
| Median                                       |        |                          | 70.3%                | \$11,774        | \$15,478            | \$1,594  | \$965        | \$636   | 46.0%        | 30.3%   | 7.2x                      | 29.4x  |

### Healthcare IT

| Company                               | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM     |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|---------------------------------------|--------|--------------------------|----------------------|-----------------|---------------------|---------|--------------|---------|--------------|--------|---------------------------|--------|
|                                       |        |                          |                      |                 |                     | Revenue | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Veeva Systems, Inc.                   | VEEV   | \$156.37                 | 88.4%                | \$24,753        | \$23,721            | \$1,104 | \$801        | \$307   | 72.5%        | 27.8%  | 21.5x*                    | 77.2x* |
| Cerner Corp.                          | CERN   | \$62.99                  | 77.9%                | \$20,235        | \$20,882            | \$5,693 | \$4,622      | \$1,147 | 81.2%        | 20.2%  | 3.7x                      | 18.2x  |
| Inovalon Holdings, Inc.               | INOV   | \$16.66                  | 72.5%                | \$2,476         | \$3,389             | \$642   | \$475        | \$178   | 73.9%        | 27.7%  | 5.3x                      | 19.1x  |
| HMS Holdings Corp.                    | HMSY   | \$25.27                  | 62.1%                | \$2,257         | \$2,380             | \$626   | \$235        | \$141   | 37.5%        | 22.5%  | 3.8x                      | 16.9x  |
| Allscripts Healthcare Solutions, Inc. | MDRX   | \$7.04                   | 58.6%                | \$1,171         | \$2,075             | \$1,772 | \$830        | \$97    | 46.8%        | 5.5%   | 1.2x                      | 21.5x  |
| Quality Systems, Inc.                 | NXGN   | \$10.44                  | 49.4%                | \$682           | \$742               | \$539   | \$312        | \$38    | 57.9%        | 7.1%   | 1.4x                      | 19.5x  |
| Average                               |        |                          | 68.1%                | \$8,596         | \$8,865             | \$1,729 | \$1,212      | \$318   | 61.6%        | 18.4%  | 3.1x                      | 19.0x  |
| Median                                |        |                          | 67.3%                | \$2,367         | \$2,884             | \$873   | \$638        | \$159   | 65.2%        | 21.3%  | 3.7x                      | 19.1x  |

Source: Capital IQ. \*Excluded from average and median calculation.





# Industry Sector Overview – Public Company Analysis

## Application Software (Vertical)

(\$ in millions, except per share)

### Public Sector / Non-Profit Software

| Company                      | Ticker  | Closing Price | % of 52   | Equity   | Enterprise | LTM     |              |        | LTM Margins  |         | Enterprise Value / LTM |        |
|------------------------------|---------|---------------|-----------|----------|------------|---------|--------------|--------|--------------|---------|------------------------|--------|
|                              |         | 3/31/20       | Week High | Value    | Value      | Revenue | Gross Profit | EBITDA | Gross Profit | EBITDA  | Revenue                | EBITDA |
| Constellation Software, Inc. | TSX:CSU | \$902.35      | 83.9%     | \$19,122 | \$19,540   | \$3,490 | \$1,292      | \$654  | 37.0%        | 18.7%   | 5.6x                   | 29.9x  |
| Tyler Technologies, Inc.     | TYL     | \$296.56      | 87.0%     | \$11,894 | \$11,645   | \$1,086 | \$517        | \$203  | 47.6%        | 18.7%   | 10.7x*                 | 57.3x* |
| Blackbaud, Inc.              | BLKB    | \$55.55       | 57.1%     | \$2,684  | \$3,236    | \$900   | \$483        | \$102  | 53.7%        | 11.4%   | 3.6x                   | 31.6x  |
| 2U, Inc.                     | TWOU    | \$21.22       | 28.6%     | \$1,303  | \$1,453    | \$575   | \$413        | (\$88) | 71.8%        | (15.3%) | 2.5x                   | NM     |
| NIC, Inc.                    | EGOV    | \$23.00       | 94.3%     | \$1,538  | \$1,335    | \$354   | \$137        | \$69   | 38.7%        | 19.6%   | 3.8x                   | 19.2x  |
| K12, Inc.                    | LRN     | \$18.86       | 50.4%     | \$777    | \$614      | \$1,024 | \$343        | \$58   | 33.5%        | 5.6%    | 0.6x*                  | 10.6x* |
| Average                      |         |               | 66.9%     | \$6,220  | \$6,304    | \$1,238 | \$531        | \$167  | 47.0%        | 9.8%    | 3.9x                   | 26.9x  |
| Median                       |         |               | 70.5%     | \$2,111  | \$2,345    | \$962   | \$448        | \$86   | 43.1%        | 15.0%   | 3.7x                   | 29.9x  |

Source: Capital IQ. \*Excluded from average and median calculation.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising

# Industry Sector Overview – Public Company Analysis

## Software-as-a-Service (SaaS)

(\$ in millions, except per share)

| Company                         | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |         | Enterprise Value /<br>LTM |          |
|---------------------------------|--------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|---------|---------------------------|----------|
|                                 |        |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA  | Revenue                   | EBITDA   |
| salesforce.com, Inc.            | CRM    | \$143.98                 | 73.6%                | \$122,383       | \$120,689           | \$17,098 | \$12,863     | \$2,278 | 75.2%        | 13.3%   | 7.1x                      | 53.0x*   |
| ServiceNow, Inc.                | NOW    | \$286.58                 | 79.0%                | \$56,520        | \$55,960            | \$3,460  | \$2,664      | \$294   | 77.0%        | 8.5%    | 16.2x*                    | 190.2x*  |
| Zoom Video Communications, Inc. | ZM     | \$146.12                 | 88.6%                | \$37,158        | \$36,375            | \$623    | \$507        | \$29    | 81.5%        | 4.7%    | 58.4x*                    | 1248.1x* |
| Atlassian Corporation Plc       | TEAM   | \$137.26                 | 87.9%                | \$33,199        | \$32,419            | \$1,416  | \$1,173      | \$11    | 82.8%        | 0.8%    | 22.9x*                    | NA       |
| Workday, Inc.                   | WDAY   | \$130.22                 | 57.4%                | \$29,584        | \$29,209            | \$3,627  | \$2,562      | (\$226) | 70.6%        | (6.2%)  | 8.1x                      | NM       |
| Veeva Systems, Inc.             | VEEV   | \$156.37                 | 88.4%                | \$24,753        | \$23,721            | \$1,104  | \$801        | \$307   | 72.5%        | 27.8%   | 21.5x*                    | 77.2x*   |
| RingCentral, Inc.               | RNG    | \$211.91                 | 82.6%                | \$17,616        | \$17,702            | \$903    | \$672        | \$5     | 74.4%        | 0.5%    | 19.6x*                    | NM       |
| Zendesk, Inc.                   | ZEN    | \$64.01                  | 67.5%                | \$7,080         | \$7,185             | \$816    | \$582        | (\$121) | 71.3%        | (14.9%) | 8.8x                      | NM       |
| RealPage, Inc.                  | RP     | \$52.93                  | 80.3%                | \$5,096         | \$6,178             | \$988    | \$604        | \$174   | 61.1%        | 17.6%   | 6.3x                      | 35.6x    |
| Guidewire Software, Inc.        | GWRE   | \$79.31                  | 63.9%                | \$6,519         | \$5,889             | \$701    | \$374        | \$4     | 53.3%        | 0.6%    | 8.4x                      | 1493.3x* |
| Proofpoint, Inc.                | PFPT   | \$102.59                 | 76.8%                | \$5,735         | \$5,650             | \$888    | \$652        | (\$25)  | 73.4%        | (2.8%)  | 6.4x                      | NM       |
| HubSpot, Inc.                   | HUBS   | \$133.19                 | 64.0%                | \$5,597         | \$5,244             | \$675    | \$545        | (\$29)  | 80.7%        | (4.3%)  | 7.8x                      | NM       |
| LogMeIn, Inc.                   | LOGM   | \$83.28                  | 96.1%                | \$4,087         | \$4,205             | \$1,275  | \$945        | \$315   | 74.1%        | 24.7%   | 3.3x                      | 13.3x    |
| Qualys, Inc.                    | QLYS   | \$86.99                  | 90.6%                | \$3,597         | \$3,350             | \$322    | \$252        | \$102   | 78.4%        | 31.7%   | 10.4x                     | 32.8x    |
| Q2 Holdings, Inc.               | QTWO   | \$59.06                  | 62.9%                | \$2,728         | \$3,066             | \$315    | \$153        | (\$33)  | 48.5%        | (10.4%) | 9.7x                      | NM       |
| CyberArk Software Ltd.          | CYBR   | \$85.56                  | 57.5%                | \$3,327         | \$2,772             | \$434    | \$371        | \$73    | 85.6%        | 16.8%   | 6.4x                      | 38.0x    |
| Alarm.com Holdings, Inc.        | ALRM   | \$38.91                  | 54.4%                | \$1,956         | \$1,956             | \$502    | \$319        | \$85    | 63.5%        | 16.9%   | 3.9x                      | 23.0x    |
| Cornerstone OnDemand, Inc.      | CSOD   | \$31.75                  | 49.3%                | \$1,908         | \$1,858             | \$577    | \$427        | \$25    | 74.1%        | 4.3%    | 3.2x                      | 74.6x*   |
| SPS Commerce, Inc.              | SPSC   | \$46.51                  | 74.7%                | \$1,674         | \$1,485             | \$279    | \$187        | \$55    | 67.0%        | 19.6%   | 5.3x                      | 27.1x    |
| Ebix, Inc.                      | EBIX   | \$15.18                  | 28.1%                | \$464           | \$1,199             | \$581    | \$375        | \$154   | 64.7%        | 26.5%   | 2.1x                      | 7.8x     |
| PagerDuty, Inc.                 | PD     | \$17.28                  | 28.9%                | \$1,133         | \$781               | \$166    | \$142        | (\$53)  | 85.2%        | (32.0%) | 4.7x                      | NM       |
| Upwork Inc.                     | UPWK   | \$6.45                   | 30.9%                | \$708           | \$617               | \$301    | \$212        | (\$13)  | 70.7%        | (4.4%)  | 2.1x                      | NM       |
| Benefitfocus, Inc.              | BNFT   | \$8.91                   | 18.8%                | \$290           | \$442               | \$296    | \$152        | (\$15)  | 51.3%        | (5.2%)  | 1.5x                      | NM       |
| Average                         |        |                          | 65.3%                | \$16,222        | \$15,998            | \$1,624  | \$1,197      | \$148   | 71.2%        | 5.8%    | 5.8x                      | 25.4x    |
| Median                          |        |                          | 67.5%                | \$5,096         | \$5,244             | \$675    | \$507        | \$25    | 73.4%        | 4.3%    | 6.3x                      | 27.1x    |

Source: Capital IQ. \*Excluded from average and median calculation.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising

# Industry Sector Overview – Public Company Analysis

## Data & Analytics

(\$ in millions, except per share)

| Company                          | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM     |              |         | LTM Margins  |         | Enterprise Value /<br>LTM |         |
|----------------------------------|--------|--------------------------|----------------------|-----------------|---------------------|---------|--------------|---------|--------------|---------|---------------------------|---------|
|                                  |        |                          |                      |                 |                     | Revenue | Gross Profit | EBITDA  | Gross Profit | EBITDA  | Revenue                   | EBITDA  |
| Verisk Analytics, Inc.           | VRSK   | \$139.38                 | 81.2%                | \$23,215        | \$26,427            | \$2,607 | \$1,630      | \$1,055 | 62.5%        | 40.5%   | 10.1x                     | 25.1x   |
| Splunk Inc.                      | SPLK   | \$126.23                 | 71.6%                | \$19,181        | \$19,420            | \$2,359 | \$1,929      | (\$196) | 81.8%        | (8.3%)  | 8.2x                      | NM      |
| Nielsen Holdings plc             | NLSN   | \$12.54                  | 48.9%                | \$4,464         | \$13,068            | \$6,494 | \$3,646      | \$1,144 | 56.1%        | 17.6%   | 2.0x                      | 11.4x   |
| Black Knight, Inc.               | BKI    | \$58.06                  | 76.0%                | \$8,628         | \$10,205            | \$1,177 | \$531        | \$397   | 45.1%        | 33.7%   | 8.7x                      | 25.7x   |
| Alteryx, Inc.                    | AYX    | \$95.17                  | 59.4%                | \$6,534         | \$6,482             | \$418   | \$379        | \$46    | 90.6%        | 11.1%   | 15.5x*                    | 139.8x* |
| Pegasystems Inc.                 | PEGA   | \$71.23                  | 69.1%                | \$5,653         | \$5,668             | \$964   | \$649        | (\$106) | 67.3%        | (11.0%) | 5.9x                      | NM      |
| CoreLogic, Inc.                  | CLGX   | \$30.54                  | 59.0%                | \$2,474         | \$4,186             | \$1,762 | \$882        | \$370   | 50.1%        | 21.0%   | 2.4x                      | 11.3x   |
| Verint Systems Inc.              | VRNT   | \$43.00                  | 68.4%                | \$2,896         | \$3,483             | \$1,304 | \$864        | \$159   | 66.3%        | 12.2%   | 2.7x                      | 21.9x   |
| Inovalon Holdings, Inc.          | INOV   | \$16.66                  | 72.5%                | \$2,591         | \$3,470             | \$651   | \$479        | \$182   | 73.6%        | 27.9%   | 5.3x                      | 19.1x   |
| Teradata Corporation             | TDC    | \$20.49                  | 45.0%                | \$2,340         | \$2,532             | \$1,899 | \$966        | \$124   | 50.9%        | 6.5%    | 1.3x                      | 20.4x   |
| New Relic, Inc.                  | NEWR   | \$46.24                  | 42.5%                | \$2,689         | \$2,445             | \$572   | \$475        | (\$38)  | 83.1%        | (6.6%)  | 4.3x                      | NM      |
| Rapid7, Inc.                     | RPD    | \$43.33                  | 65.6%                | \$2,112         | \$2,137             | \$327   | \$236        | (\$28)  | 72.1%        | (8.6%)  | 6.5x                      | NM      |
| GlobalData Plc                   | DATA   | \$13.26                  | 75.1%                | \$1,667         | \$1,799             | \$236   | \$95         | \$46    | 40.1%        | 19.3%   | 7.6x                      | 39.5x*  |
| PROS Holdings, Inc.              | PRO    | \$31.03                  | 41.2%                | \$1,248         | \$1,083             | \$250   | \$151        | (\$39)  | 60.4%        | (15.6%) | 4.3x                      | NM      |
| Perficient, Inc.                 | PRFT   | \$27.09                  | 50.4%                | \$873           | \$956               | \$566   | \$211        | \$77    | 37.4%        | 13.6%   | 1.7x                      | 12.4x   |
| MicroStrategy Incorporated       | MSTR   | \$118.10                 | 71.6%                | \$1,211         | \$782               | \$482   | \$384        | \$27    | 79.6%        | 5.6%    | 1.6x                      | 48.9x*  |
| Information Services Group, Inc. | III    | \$2.57                   | 68.3%                | \$122           | \$198               | \$266   | \$113        | \$20    | 42.4%        | 7.6%    | 0.7x                      | 9.8x    |
| Fluent, Inc.                     | FLNT   | \$1.17                   | 15.7%                | \$93            | \$137               | \$282   | \$87         | \$22    | 31.0%        | 7.8%    | 0.5x                      | 6.2x    |
| Average                          |        |                          | 60.1%                | \$4,888         | \$5,804             | \$1,256 | \$762        | \$181   | 60.6%        | 9.7%    | 4.3x                      | 16.3x   |
| Median                           |        |                          | 67.0%                | \$2,533         | \$3,001             | \$612   | \$477        | \$46    | 61.5%        | 9.5%    | 4.3x                      | 15.7x   |

Source: Capital IQ. \*Excluded from average and median calculation.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising

# Industry Sector Overview – Public Company Analysis

## Infrastructure Services

(\$ in millions, except per share)

### IT Operation & Management

| Company                       | Ticker   | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |         | Enterprise Value /<br>LTM |         |
|-------------------------------|----------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|---------|---------------------------|---------|
|                               |          |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA  | Revenue                   | EBITDA  |
|                               |          |                          |                      |                 |                     |          |              |         |              |         |                           |         |
| ServiceNow, Inc.              | NOW      | \$286.58                 | 79.0%                | \$56,520        | \$55,960            | \$3,460  | \$2,664      | \$294   | 77.0%        | 8.5%    | 16.2x*                    | 190.2x* |
| VMware, Inc.                  | VMW      | \$121.10                 | 58.6%                | \$51,496        | \$55,243            | \$10,811 | \$9,012      | \$2,039 | 83.4%        | 18.9%   | 5.1x                      | 27.1x   |
| Citrix Systems, Inc.          | CTXS     | \$141.55                 | 96.7%                | \$18,703        | \$20,085            | \$3,152  | \$2,730      | \$775   | 86.6%        | 24.6%   | 6.4x                      | 25.9x   |
| Arista Networks, Inc.         | ANET     | \$202.55                 | 61.1%                | \$16,382        | \$13,757            | \$2,411  | \$1,544      | \$839   | 64.1%        | 34.8%   | 5.7x                      | 16.4x   |
| SolarWinds Corporation        | SWI      | \$15.67                  | 72.3%                | \$4,876         | \$6,723             | \$933    | \$853        | \$219   | 91.5%        | 23.5%   | 7.2x                      | 30.7x   |
| Micro Focus International plc | LSE:MCRO | \$4.98                   | 15.9%                | \$1,883         | \$6,259             | \$3,348  | \$2,571      | \$1,036 | 76.8%        | 30.9%   | 1.9x                      | 6.0x    |
| F5 Networks, Inc.             | FFIV     | \$106.63                 | 63.1%                | \$6,451         | \$5,674             | \$2,268  | \$1,909      | \$575   | 84.2%        | 25.4%   | 2.5x                      | 9.9x    |
| Pegasystems, Inc.             | PEGA     | \$71.23                  | 69.1%                | \$5,631         | \$5,631             | \$911    | \$601        | (\$113) | 66.0%        | (12.5%) | 6.2x                      | NM      |
| New Relic, Inc.               | NEWR     | \$46.24                  | 42.5%                | \$2,689         | \$2,445             | \$572    | \$475        | (\$38)  | 83.1%        | (6.6%)  | 4.3x                      | NM      |
| NetScout Systems, Inc.        | NTCT     | \$23.67                  | 78.1%                | \$1,805         | \$1,990             | \$897    | \$659        | \$154   | 73.5%        | 17.2%   | 2.2x                      | 12.9x   |
| Progress Software Corp.       | PRGS     | \$32.00                  | 61.0%                | \$1,453         | \$1,601             | \$433    | \$381        | \$142   | 88.0%        | 32.8%   | 3.7x                      | 11.3x   |
| Radware Ltd.                  | RDWR     | \$21.07                  | 78.1%                | \$1,022         | \$864               | \$252    | \$207        | \$30    | 82.1%        | 11.9%   | 3.4x                      | 28.8x   |
| Average                       |          |                          | 64.6%                | \$14,076        | \$14,686            | \$2,454  | \$1,967      | \$496   | 79.7%        | 17.4%   | 4.4x                      | 18.8x   |
| Median                        |          |                          | 66.1%                | \$5,254         | \$5,966             | \$1,600  | \$1,199      | \$257   | 82.6%        | 21.2%   | 4.3x                      | 16.4x   |

### Data Storage

| Company                 | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM     |              |         | LTM Margins  |         | Enterprise Value /<br>LTM |        |
|-------------------------|--------|--------------------------|----------------------|-----------------|---------------------|---------|--------------|---------|--------------|---------|---------------------------|--------|
|                         |        |                          |                      |                 |                     | Revenue | Gross Profit | EBITDA  | Gross Profit | EBITDA  | Revenue                   | EBITDA |
|                         |        |                          |                      |                 |                     |         |              |         |              |         |                           |        |
| Iron Mountain, Inc.     | IRM    | \$23.80                  | 64.9%                | \$6,847         | \$17,347            | \$4,263 | \$2,429      | \$1,412 | 57.0%        | 33.1%   | 4.1x                      | 12.3x  |
| NetApp, Inc.            | NTAP   | \$41.69                  | 53.2%                | \$9,953         | \$8,925             | \$5,603 | \$3,708      | \$1,120 | 66.2%        | 20.0%   | 1.6x                      | 8.0x   |
| Dropbox, Inc.           | DBX    | \$18.10                  | 69.1%                | \$7,450         | \$7,298             | \$1,661 | \$1,250      | \$94    | 75.3%        | 5.7%    | 4.4x                      | 77.7x* |
| Box, Inc.               | BOX    | \$14.04                  | 66.3%                | \$2,075         | \$2,304             | \$696   | \$481        | (\$80)  | 69.0%        | (11.5%) | 3.3x                      | NM     |
| CommVault Systems, Inc. | CVLT   | \$40.48                  | 61.9%                | \$1,848         | \$1,528             | \$688   | \$563        | \$33    | 81.9%        | 4.8%    | 2.2x                      | 46.3x* |
| Average                 |        |                          | 63.1%                | \$5,635         | \$7,480             | \$2,153 | \$1,406      | \$379   | 69.9%        | 10.4%   | 3.1x                      | 10.1x  |
| Median                  |        |                          | 65.8%                | \$6,847         | \$7,298             | \$1,179 | \$907        | \$64    | 69.0%        | 5.7%    | 3.3x                      | 10.1x  |

Source: Capital IQ. \*Excluded from average and median calculation.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising

# Industry Sector Overview – Public Company Analysis

## Infrastructure Services

(\$ in millions, except per share)

## IT Security

| Company                                | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |          | LTM Margins  |         | Enterprise Value /<br>LTM |         |
|--|--------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|----------|--------------|---------|---------------------------|---------|
|  |        |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA   | Gross Profit | EBITDA  | Revenue                   | EBITDA  |
| Cisco Systems, Inc.                    | CSCO   | \$39.31                  | 67.5%                | \$169,308       | \$159,317           | \$51,550 | \$32,975     | \$16,205 | 64.0%        | 31.4%   | 3.1x                      | 9.8x    |
| VeriSign, Inc.                         | VRSN   | \$180.09                 | 81.2%                | \$21,263        | \$21,913            | \$1,238  | \$1,057      | \$858    | 85.4%        | 69.3%   | 17.9x*                    | 25.5x   |
| Fortinet, Inc.                         | FTNT   | \$101.17                 | 83.0%                | \$17,705        | \$15,685            | \$2,156  | \$1,650      | \$406    | 76.5%        | 18.8%   | 7.3x                      | 38.7x   |
| Palo Alto Networks, Inc.               | PANW   | \$163.96                 | 65.3%                | \$15,789        | \$14,525            | \$3,121  | \$2,248      | \$47     | 72.0%        | 1.5%    | 4.7x                      | 307.7x* |
| Check Point Software Technologies Ltd. | CHKP   | \$100.54                 | 75.7%                | \$15,292        | \$13,742            | \$1,995  | \$1,785      | \$900    | 89.5%        | 45.1%   | 6.9x                      | 15.3x   |
| Proofpoint, Inc.                       | PFPT   | \$102.59                 | 76.8%                | \$5,735         | \$5,650             | \$888    | \$652        | (\$25)   | 73.4%        | (2.8%)  | 6.4x                      | NM      |
| Qualys, Inc.                           | QLYS   | \$86.99                  | 90.6%                | \$3,597         | \$3,350             | \$322    | \$252        | \$102    | 78.4%        | 31.7%   | 10.4x                     | 32.8x   |
| CyberArk Software, Ltd.                | CYBR   | \$85.56                  | 57.5%                | \$3,327         | \$2,772             | \$434    | \$371        | \$73     | 85.6%        | 16.8%   | 6.4x                      | 38.0x   |
| FireEye, Inc.                          | FEYE   | \$10.58                  | 57.7%                | \$2,193         | \$2,252             | \$889    | \$580        | (\$113)  | 65.3%        | (12.7%) | 2.5x                      | NM      |
| Mimecast Ltd.                          | MIME   | \$35.30                  | 64.7%                | \$2,173         | \$2,224             | \$405    | \$300        | \$32     | 74.1%        | 8.0%    | 5.5x                      | 68.6x*  |
| Rapid7, Inc.                           | RPD    | \$43.33                  | 65.6%                | \$2,112         | \$2,137             | \$327    | \$236        | (\$28)   | 72.1%        | (8.6%)  | 6.5x                      | NM      |
| Varonis Systems, Inc.                  | VRNS   | \$63.67                  | 68.3%                | \$1,926         | \$1,871             | \$254    | \$219        | (\$70)   | 86.3%        | (27.4%) | 7.4x                      | NM      |
| Average                                |        |                          | 68.1%                | \$20,054        | \$18,877            | \$4,930  | \$3,282      | \$1,409  | 76.0%        | 12.1%   | 6.1x                      | 26.7x   |
| Median                                 |        |                          | 67.5%                | \$3,597         | \$3,350             | \$888    | \$580        | \$47     | 74.1%        | 8.0%    | 6.4x                      | 29.2x   |

Source: Capital IQ. \*Excluded from average and median calculation.



# Industry Sector Overview – Public Company Analysis

## Technology Hardware

(\$ in millions, except per share)

### PCs, Servers, and Components

| Company                               | Ticker   | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM       |              |          | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|---------------------------------------|----------|--------------------------|----------------------|-----------------|---------------------|-----------|--------------|----------|--------------|--------|---------------------------|--------|
|                                       |          |                          |                      |                 |                     | Revenue   | Gross Profit | EBITDA   | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Apple, Inc.                           | AAPL     | \$254.29                 | 77.6%                | \$1,161,915     | \$1,171,504         | \$267,683 | \$101,578    | \$78,121 | 37.9%        | 29.2%  | 4.4x                      | 15.0x  |
| International Business Machines Corp. | IBM      | \$110.93                 | 69.9%                | \$99,070        | \$156,787           | \$76,536  | \$36,368     | \$15,345 | 47.5%        | 20.0%  | 2.0x                      | 10.2x  |
| Hewlett-Packard Co.                   | HPQ      | \$17.36                  | 72.5%                | \$25,992        | \$27,529            | \$58,664  | \$11,430     | \$5,205  | 19.5%        | 8.9%   | 0.5x                      | 5.3x   |
| Lenovo Group, Ltd.                    | SEHK:992 | \$0.54                   | 54.9%                | \$6,851         | \$10,130            | \$51,847  | \$8,391      | \$2,116  | 16.2%        | 4.1%   | 0.2x                      | 4.8x   |
| Xerox Corp.                           | XXRX     | \$18.94                  | 48.0%                | \$4,416         | \$6,533             | \$9,066   | \$3,650      | \$1,500  | 40.3%        | 16.5%  | 0.7x                      | 4.4x   |
| NCR Corp.                             | NCR      | \$17.70                  | 49.3%                | \$2,570         | \$6,513             | \$6,915   | \$1,942      | \$775    | 28.1%        | 11.2%  | 0.9x                      | 8.4x   |
| Diebold, Inc.                         | DBD      | \$3.52                   | 24.0%                | \$270           | \$2,341             | \$4,409   | \$1,077      | \$262    | 24.4%        | 6.0%   | 0.5x                      | 8.9x   |
| Pitney Bowes, Inc.                    | PBI      | \$2.04                   | 28.0%                | \$362           | \$2,108             | \$3,205   | \$1,283      | \$391    | 40.0%        | 12.2%  | 0.7x                      | 5.4x   |
| ScanSource, Inc.                      | SCSC     | \$21.39                  | 54.6%                | \$548           | \$902               | \$3,851   | \$446        | \$128    | 11.6%        | 3.3%   | 0.2x                      | 7.0x   |
| Average                               |          |                          | 53.2%                | \$144,666       | \$153,816           | \$53,575  | \$18,463     | \$11,538 | 29.5%        | 12.4%  | 1.1x                      | 7.7x   |
| Median                                |          |                          | 54.6%                | \$4,416         | \$6,533             | \$9,066   | \$3,650      | \$1,500  | 28.1%        | 11.2%  | 0.7x                      | 7.0x   |

### Electronic Manufacturing Services

| Company                         | Ticker  | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|---------------------------------|---------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|--------|---------------------------|--------|
|                                 |         |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Jabil Circuit, Inc.             | JBL     | \$24.58                  | 55.6%                | \$3,847         | \$6,491             | \$26,340 | \$1,923      | \$1,526 | 7.3%         | 5.8%   | 0.2x                      | 4.3x   |
| Flextronics International, Ltd. | FLEX    | \$8.38                   | 59.8%                | \$4,301         | \$5,963             | \$24,952 | \$1,537      | \$1,089 | 6.2%         | 4.4%   | 0.2x                      | 5.5x   |
| TTM Technologies, Inc.          | TTMI    | \$10.34                  | 63.6%                | \$1,099         | \$2,212             | \$2,689  | \$402        | \$349   | 14.9%        | 13.0%  | 0.8x                      | 6.3x   |
| Sanmina-SCI Corp.               | SANM    | \$27.28                  | 78.0%                | \$1,967         | \$1,995             | \$7,886  | \$577        | \$402   | 7.3%         | 5.1%   | 0.3x                      | 5.0x   |
| Plexus Corp.                    | PLXS    | \$54.56                  | 63.1%                | \$1,645         | \$1,753             | \$3,230  | \$289        | \$191   | 9.0%         | 5.9%   | 0.5x                      | 9.2x   |
| Celestica, Inc.                 | TSX:CLS | \$3.49                   | 40.3%                | \$459           | \$691               | \$5,888  | \$385        | \$193   | 6.5%         | 3.3%   | 0.1x                      | 3.6x   |
| Benchmark Electronics, Inc.     | BHE     | \$19.99                  | 53.5%                | \$775           | \$654               | \$2,268  | \$201        | \$107   | 8.9%         | 4.7%   | 0.3x                      | 6.1x   |
| Average                         |         |                          | 59.1%                | \$2,013         | \$2,823             | \$10,465 | \$759        | \$551   | 8.6%         | 6.0%   | 0.4x                      | 5.7x   |
| Median                          |         |                          | 59.8%                | \$1,645         | \$1,995             | \$5,888  | \$402        | \$349   | 7.3%         | 5.1%   | 0.3x                      | 5.5x   |

Source: Capital IQ.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising

# Industry Sector Overview – Public Company Analysis

## Technology Hardware

(\$ in millions, except per share)

### Storage and Network Components

| Company               | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|-----------------------|--------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|--------|---------------------------|--------|
|                       |        |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Western Digital Corp. | WDC    | \$41.62                  | 57.8%                | \$12,278        | \$19,232            | \$15,582 | \$2,742      | \$928   | 17.6%        | 6.0%   | 1.2x                      | 20.7x  |
| Pure Storage, Inc.    | PSTG   | \$12.30                  | 52.3%                | \$3,110         | \$2,408             | \$1,643  | \$1,134      | (\$111) | 69.0%        | (6.7%) | 1.5x                      | NM     |
| Average               |        |                          | 55.0%                | \$7,694         | \$10,820            | \$8,613  | \$1,938      | \$409   | 43.3%        | (0.4%) | 1.3x                      | 20.7x  |
| Median                |        |                          | 55.0%                | \$7,694         | \$10,820            | \$8,613  | \$1,938      | \$409   | 43.3%        | (0.4%) | 1.3x                      | 20.7x  |

### Communications Equipment

| Company                     | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |          | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|-----------------------------|--------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|----------|--------------|--------|---------------------------|--------|
|                             |        |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA   | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Cisco Systems, Inc.         | CSCO   | \$39.31                  | 67.5%                | \$169,308       | \$159,317           | \$51,550 | \$32,975     | \$16,205 | 64.0%        | 31.4%  | 3.1x                      | 9.8x   |
| QUALCOMM, Inc.              | QCOM   | \$67.65                  | 70.3%                | \$81,451        | \$86,492            | \$24,508 | \$15,984     | \$9,651  | 65.2%        | 39.4%  | 3.5x                      | 9.0x   |
| L3Harris Technologies, Inc. | LHX    | \$180.12                 | 78.0%                | \$40,293        | \$47,490            | \$18,526 | \$5,358      | \$3,558  | 28.9%        | 19.2%  | 2.6x                      | 13.3x  |
| Juniper Networks, Inc.      | JNPR   | \$19.14                  | 66.5%                | \$6,665         | \$6,594             | \$4,445  | \$2,617      | \$713    | 58.9%        | 16.0%  | 1.5x                      | 9.3x   |
| Netgear, Inc.               | NTGR   | \$22.84                  | 61.9%                | \$711           | \$526               | \$980    | \$278        | \$34     | 28.4%        | 3.5%   | 0.5x                      | 15.5x  |
| ADTRAN, Inc.                | ADTN   | \$7.68                   | 43.1%                | \$367           | \$293               | \$530    | \$220        | (\$14)   | 41.5%        | (2.6%) | 0.6x                      | NM     |
| Average                     |        |                          | 64.6%                | \$49,799        | \$50,119            | \$16,757 | \$9,572      | \$5,025  | 47.8%        | 17.8%  | 2.0x                      | 11.4x  |
| Median                      |        |                          | 67.0%                | \$23,479        | \$27,042            | \$11,486 | \$3,987      | \$2,135  | 50.2%        | 17.6%  | 2.0x                      | 9.8x   |

Source: Capital IQ.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising

# Industry Sector Overview – Public Company Analysis

## IT Services

(\$ in millions, except per share)

### IT Consulting & Other Services

| Company                              | Ticker     | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|--------------------------------------|------------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|--------|---------------------------|--------|
|                                      |            |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Accenture plc                        | ACN        | \$163.26                 | 75.4%                | \$106,028       | \$104,445           | \$44,656 | \$13,970     | \$7,198 | 31.3%        | 16.1%  | 2.3x                      | 14.5x  |
| Cognizant Technology Solutions Corp. | CTSH       | \$46.47                  | 62.1%                | \$26,023        | \$24,310            | \$16,783 | \$6,149      | \$3,291 | 36.6%        | 19.6%  | 1.4x                      | 7.4x   |
| Cap Gemini S.A.                      | ENXTPA:CAP | \$84.62                  | 63.7%                | \$14,473        | \$16,300            | \$15,851 | \$4,322      | \$2,026 | 27.3%        | 12.8%  | 1.0x                      | 8.0x   |
| Wipro, Ltd.                          | WIT        | \$3.10                   | 67.0%                | \$18,133        | \$14,898            | \$8,104  | \$2,414      | \$1,624 | 29.8%        | 20.0%  | 1.8x                      | 9.2x   |
| ACI Worldwide, Inc.                  | DXC        | \$13.05                  | 19.5%                | \$3,424         | \$11,707            | \$20,042 | \$5,078      | \$3,264 | 25.3%        | 16.3%  | 0.6x                      | 3.6x   |
| CACI Intl., Inc.                     | CACI       | \$211.15                 | 73.2%                | \$5,373         | \$7,308             | \$5,398  | \$1,884      | \$505   | 34.9%        | 9.3%   | 1.4x                      | 14.5x  |
| ManTech Intl. Corp.                  | MANT       | \$72.67                  | 77.3%                | \$2,924         | \$3,084             | \$2,223  | \$329        | \$195   | 14.8%        | 8.8%   | 1.4x                      | 15.8x  |
| Syntel, Inc.                         | SYNT       | \$3.03                   | 57.1%                | \$1,196         | \$1,271             | \$1,932  | \$165        | \$219   | 8.6%         | 11.3%  | 0.7x                      | 5.8x   |
| Unisys Corp.                         | UIS        | \$12.35                  | 68.1%                | \$691           | \$923               | \$2,949  | \$677        | \$209   | 23.0%        | 7.1%   | 0.3x                      | 4.4x   |
| Computer Task Group, Inc.            | CTG        | \$3.83                   | 59.1%                | \$54            | \$55                | \$384    | \$74         | \$11    | 19.4%        | 3.0%   | 0.1x                      | 4.8x   |
| Average                              |            |                          | 62.3%                | \$17,832        | \$18,430            | \$11,832 | \$3,506      | \$1,854 | 25.1%        | 12.4%  | 1.1x                      | 8.8x   |
| Median                               |            |                          | 65.4%                | \$4,398         | \$9,507             | \$6,751  | \$2,149      | \$1,064 | 26.3%        | 12.1%  | 1.2x                      | 7.7x   |

### Data & Transaction Processing

| Company                                      | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|--|--------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|--------|---------------------------|--------|
|  |        |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| PayPal Holdings, Inc.                        | PYPL   | \$95.74                  | 76.9%                | \$113,739       | \$108,494           | \$17,772 | \$7,987      | \$3,404 | 44.9%        | 19.2%  | 6.1x                      | 31.9x  |
| Fidelity National Information Services, Inc. | FIS    | \$121.64                 | 76.9%                | \$54,860        | \$74,511            | \$10,333 | \$3,723      | \$3,404 | 36.0%        | 32.9%  | 7.2x                      | 21.9x  |
| Fiserv, Inc.                                 | FISV   | \$94.99                  | 76.0%                | \$49,642        | \$73,269            | \$10,187 | \$4,926      | \$3,535 | 48.4%        | 34.7%  | 7.2x                      | 20.7x  |
| Global Payments, Inc.                        | GPN    | \$144.23                 | 68.8%                | \$28,721        | \$37,362            | \$4,912  | \$2,895      | \$1,925 | 58.9%        | 39.2%  | 7.6x                      | 19.4x  |
| Broadridge Financial Solutions, Inc.         | BR     | \$94.83                  | 69.2%                | \$11,157        | \$13,024            | \$4,353  | \$1,186      | \$854   | 27.2%        | 19.6%  | 3.0x                      | 15.3x  |
| Jack Henry & Associates, Inc.                | JKHY   | \$155.24                 | 88.7%                | \$11,971        | \$11,969            | \$1,631  | \$660        | \$451   | 40.5%        | 27.7%  | 7.3x                      | 26.5x  |
| ACI Worldwide, Inc.                          | ACIW   | \$24.15                  | 61.3%                | \$2,863         | \$4,195             | \$1,258  | \$641        | \$202   | 50.9%        | 16.0%  | 3.3x                      | 20.8x  |
| Average                                      |        |                          | 74.0%                | \$38,993        | \$46,118            | \$7,207  | \$3,145      | \$7,072 | 43.8%        | 27.0%  | 6.0x                      | 22.3x  |
| Median                                       |        |                          | 76.0%                | \$28,721        | \$37,362            | \$4,912  | \$2,895      | \$1,925 | 44.9%        | 19.2%  | 7.2x                      | 20.8x  |

Source: Capital IQ.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising



# Industry Sector Overview – Public Company Analysis

## Internet

(\$ in millions, except per share)

### Online Content & Search

| Company              | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM       |              |           | LTM Margins  |          | Enterprise Value /<br>LTM |        |
|----------------------|--------|--------------------------|----------------------|-----------------|---------------------|-----------|--------------|-----------|--------------|----------|---------------------------|--------|
|                      |        |                          |                      |                 |                     | Revenue   | Gross Profit | EBITDA    | Gross Profit | EBITDA   | Revenue                   | EBITDA |
| Google, Inc.         | GOOG   | \$1,162.81               | 75.9%                | \$812,288       | \$708,580           | \$161,857 | \$89,961     | \$48,133  | 55.6%        | 29.7%    | 4.4x                      | 14.7x  |
| Facebook, Inc.       | FB     | \$166.80                 | 74.4%                | \$479,717       | \$435,936           | \$70,697  | \$57,927     | \$29,727  | 81.9%        | 42.0%    | 6.2x                      | 14.7x  |
| IAC/InterActiveCorp. | IAC    | \$179.23                 | 64.3%                | \$16,138        | \$17,353            | \$4,757   | \$3,634      | \$814     | 76.4%        | 17.1%    | 3.6x                      | 21.3x  |
| Twitter, Inc.        | TWTR   | \$24.56                  | 53.6%                | \$19,293        | \$15,942            | \$3,459   | \$2,322      | \$716     | 67.1%        | 20.7%    | 4.6x                      | 22.3x  |
| Pinterest, Inc.      | PINS   | \$15.44                  | 41.9%                | \$6,492         | \$4,999             | \$1,143   | \$784        | (\$1,361) | 68.6%        | (119.1%) | 4.4x                      | NM     |
| Yelp, Inc.           | YELP   | \$18.03                  | 44.0%                | \$1,406         | \$1,226             | \$1,014   | \$952        | \$61      | 93.8%        | 6.0%     | 1.2x*                     | 20.2x  |
| Average              |        |                          | 59.0%                | \$222,556       | \$197,339           | \$40,488  | \$25,930     | \$13,015  | 73.9%        | (0.6%)   | 4.6x                      | 18.6x  |
| Median               |        |                          | 58.9%                | \$17,716        | \$16,648            | \$4,108   | \$2,978      | \$765     | 72.5%        | 18.9%    | 4.4x                      | 20.2x  |

### Software & Services

| Company                   | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM     |              |        | LTM Margins  |         | Enterprise Value /<br>LTM |        |
|---------------------------|--------|--------------------------|----------------------|-----------------|---------------------|---------|--------------|--------|--------------|---------|---------------------------|--------|
|                           |        |                          |                      |                 |                     | Revenue | Gross Profit | EBITDA | Gross Profit | EBITDA  | Revenue                   | EBITDA |
| Akamai Technologies, Inc. | AKAM   | \$91.49                  | 88.5%                | \$15,057        | \$16,191            | \$2,894 | \$1,906      | \$845  | 65.9%        | 29.2%   | 5.6x                      | 19.2x  |
| Box, Inc.                 | BOX    | \$14.04                  | 66.3%                | \$2,075         | \$2,304             | \$696   | \$481        | (\$80) | 69.0%        | (11.5%) | 3.3x                      | NM     |
| TiVo Corp.                | TIVO   | \$7.08                   | 73.1%                | \$888           | \$1,530             | \$668   | \$493        | \$180  | 73.9%        | 26.9%   | 2.3x                      | 8.5x   |
| Average                   |        |                          | 76.0%                | \$6,007         | \$6,675             | \$1,419 | \$960        | \$315  | 69.6%        | 14.9%   | 3.7x                      | 13.8x  |
| Median                    |        |                          | 73.1%                | \$2,075         | \$2,304             | \$696   | \$493        | \$180  | 69.0%        | 26.9%   | 3.3x                      | 13.8x  |

Source: Capital IQ. \*Excluded from average and median calculation.



# Industry Sector Overview – Public Company Analysis

## Internet

(\$ in millions, except per share)

## E-Commerce

| Company                | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM       |              |          | LTM Margins  |         | Enterprise Value /<br>LTM |        |
|------------------------|--------|--------------------------|----------------------|-----------------|---------------------|-----------|--------------|----------|--------------|---------|---------------------------|--------|
|                        |        |                          |                      |                 |                     | Revenue   | Gross Profit | EBITDA   | Gross Profit | EBITDA  | Revenue                   | EBITDA |
| Amazon.com, Inc.       | AMZN   | \$1,949.72               | 89.2%                | \$982,659       | \$1,005,173         | \$280,522 | \$114,986    | \$36,193 | 41.0%        | 12.9%   | 3.6x                      | 27.8x  |
| Netflix, Inc.          | NFLX   | \$375.50                 | 95.4%                | \$169,691       | \$180,805           | \$21,403  | \$8,234      | \$3,212  | 38.5%        | 15.0%   | 9.0x*                     | 66.8x* |
| Booking Holdings, Inc. | BKNG   | \$1,345.32               | 64.2%                | \$58,534        | \$60,475            | \$15,066  | \$15,066     | \$5,814  | 100.0%       | 38.6%   | 4.0x                      | 10.4x  |
| eBay, Inc.             | EBAY   | \$30.06                  | 71.6%                | \$25,731        | \$31,328            | \$10,800  | \$8,292      | \$3,079  | 76.8%        | 28.5%   | 2.9x                      | 10.2x  |
| GODaddy, Inc.          | GDDY   | \$57.11                  | 69.4%                | \$10,378        | \$12,020            | \$2,988   | \$1,961      | \$433    | 65.6%        | 14.5%   | 4.0x                      | 27.8x  |
| Expedia, Inc.          | EXPE   | \$56.27                  | 39.1%                | \$8,434         | \$11,766            | \$12,067  | \$9,904      | \$1,315  | 82.1%        | 10.9%   | 1.0x                      | 8.9x   |
| Etsy, Inc.             | ETSY   | \$38.44                  | 53.5%                | \$4,833         | \$4,889             | \$818     | \$547        | \$118    | 66.9%        | 14.4%   | 6.0x*                     | 41.4x* |
| Cimpress N.V.          | CMPR   | \$53.20                  | 36.7%                | \$1,613         | \$3,225             | \$2,791   | \$1,384      | \$388    | 49.6%        | 13.9%   | 1.2x                      | 8.3x   |
| Eventbrite, Inc.       | EB     | \$7.30                   | 29.2%                | \$598           | \$204               | \$327     | \$198        | (\$53)   | 60.5%        | (16.3%) | 0.6x*                     | NM     |
| Average                |        |                          | 60.9%                | \$140,275       | \$145,543           | \$38,531  | \$17,841     | \$5,611  | 64.5%        | 14.7%   | 2.8x                      | 15.6x  |
| Median                 |        |                          | 64.2%                | \$10,378        | \$12,020            | \$10,800  | \$8,234      | \$1,315  | 65.6%        | 14.4%   | 3.2x                      | 10.3x  |

Source: Capital IQ. \*Excluded from average and median calculation.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising

# Industry Sector Overview – Public Company Analysis

## Resellers & Wholesalers

(\$ in millions, except per share)

### Technology Value-Added Resellers

| Company                   | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|---------------------------|--------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|--------|---------------------------|--------|
|                           |        |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| CDW Corp.                 | CDW    | \$93.27                  | 63.8%                | \$13,785        | \$17,540            | \$18,032 | \$3,040      | \$1,401 | 16.9%        | 7.8%   | 1.0x                      | 12.5x  |
| Insight Enterprises, Inc. | NSIT   | \$42.13                  | 57.5%                | \$1,515         | \$2,593             | \$7,731  | \$1,138      | \$304   | 14.7%        | 3.9%   | 0.3x                      | 8.5x   |
| ePlus, Inc.               | PLUS   | \$62.62                  | 62.9%                | \$842           | \$1,010             | \$1,547  | \$364        | \$114   | 23.5%        | 7.4%   | 0.7x                      | 8.8x   |
| PC Connection, Inc.       | CNXN   | \$41.21                  | 73.2%                | \$1,092         | \$1,017             | \$2,820  | \$451        | \$126   | 16.0%        | 4.5%   | 0.4x                      | 8.1x   |
| Average                   |        |                          | 64.3%                | \$4,309         | \$5,540             | \$7,533  | \$1,248      | \$486   | 17.8%        | 5.9%   | 0.6x                      | 9.5x   |
| Median                    |        |                          | 63.3%                | \$1,304         | \$1,805             | \$5,276  | \$795        | \$215   | 16.4%        | 5.9%   | 0.5x                      | 8.7x   |

### Technology Wholesalers

| Company                 | Ticker | Closing Price<br>3/31/20 | % of 52<br>Week High | Equity<br>Value | Enterprise<br>Value | LTM      |              |         | LTM Margins  |        | Enterprise Value /<br>LTM |        |
|-------------------------|--------|--------------------------|----------------------|-----------------|---------------------|----------|--------------|---------|--------------|--------|---------------------------|--------|
|                         |        |                          |                      |                 |                     | Revenue  | Gross Profit | EBITDA  | Gross Profit | EBITDA | Revenue                   | EBITDA |
| Arrow Electronics, Inc. | ARW    | \$51.87                  | 59.9%                | \$4,335         | \$7,380             | \$28,917 | \$3,298      | \$1,026 | 11.4%        | 3.5%   | 0.3x                      | 7.2x   |
| SYNNEX Corp.            | SNX    | \$73.10                  | 47.8%                | \$3,729         | \$7,278             | \$23,772 | \$2,917      | \$1,268 | 12.3%        | 5.3%   | 0.3x                      | 5.7x   |
| Tech Data Corp.         | TECD   | \$130.85                 | 86.4%                | \$4,771         | \$5,622             | \$36,998 | \$2,298      | \$729   | 6.2%         | 2.0%   | 0.2x                      | 7.7x   |
| Avnet, Inc.             | AVT    | \$25.10                  | 51.2%                | \$2,641         | \$4,136             | \$18,545 | \$2,289      | \$615   | 12.3%        | 3.3%   | 0.2x                      | 6.7x   |
| ScanSource, Inc.        | SCSC   | \$21.39                  | 54.6%                | \$548           | \$902               | \$3,851  | \$446        | \$128   | 11.6%        | 3.3%   | 0.2x                      | 7.0x   |
| Average                 |        |                          | 60.0%                | \$3,205         | \$5,063             | \$22,416 | \$2,250      | \$1,518 | 10.8%        | 2.8%   | 0.2x                      | 6.9x   |
| Median                  |        |                          | 54.6%                | \$3,729         | \$5,622             | \$23,772 | \$2,298      | \$729   | 11.6%        | 2.7%   | 0.2x                      | 7.0x   |

Source: Capital IQ.



**HYDE PARK CAPITAL**

Investment Banking | Mergers & Acquisitions | Capital Raising



# HYDE PARK CAPITAL

Investment Banking | Mergers & Acquisitions | Capital Raising

## Overview

Nationally recognized investment bank founded in 2000

Over 300 transactions completed, totaling more than \$10 billion in transaction value

Extensive relationships with leading institutional lenders, PE investors, and strategic buyers

Proven ability to source quality buyers and maximize deal value

## Industry Expertise

- Technology
- Business Services
- Financial Services
- Healthcare
- Industrial Services
- Consumer

## Transaction Size

- \$25MM - \$500MM

## Investment Banking Services

Mergers & acquisitions, recapitalizations, and management buyouts

Capital raising of equity, mezzanine, and senior debt capital

Financial advisory, analytical support, and fairness opinions

Comprehensive and targeted sell-side marketing efforts

## Hyde Park Capital Advisors, LLC

701 N. Franklin Street

Tampa, FL 33602

Tel: 813-383-0202

www.hydeparkcapital.com

## Recent Transactions

|   |   |  |   |   |
|---|---|--|---|---|
|  <p><i>has been acquired by</i></p>           | <p><b>Branded Consumer Food Products Business</b></p> <p><i>has been acquired by</i></p>    | <p><b>VOLOGY</b></p> <p><i>has been recapitalized by</i></p>  <p><i>and others</i></p>                                      |  <p><i>has been acquired by</i></p>   | <p><b>Industrial Truck &amp; Equipment, LLC</b></p> <p><i>has acquired</i></p>   |
|  <p><i>has been acquired by</i></p>          |  <p><i>received a strategic investment from</i></p>  | <p><b>VOLOGY</b></p> <p>CERTIFIED PRE-OWNED</p> <p><i>has been acquired by</i></p>   |  <p>MAKERS OF VUEWorks.</p> <p><i>has been acquired by</i></p>  <p>a subsidiary of</p>  |  <p><i>has been acquired by</i></p>  |
|  <p><i>has been recapitalized by</i></p>  |  <p><i>has been acquired by</i></p>               |  <p><i>has been acquired by</i></p>  |  <p><i>has been acquired by</i></p>   |  <p><i>has been recapitalized by</i></p> <p>THE GORES GROUP</p> <p>and</p> <p>Platinum Equity</p>                      |