



HOULIHAN LOKEY



# Nonprofit Software Overview

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TECHNOLOGY, MEDIA & TELECOM GROUP

Q1 2020

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# Current Market Conditions for M&A Activity

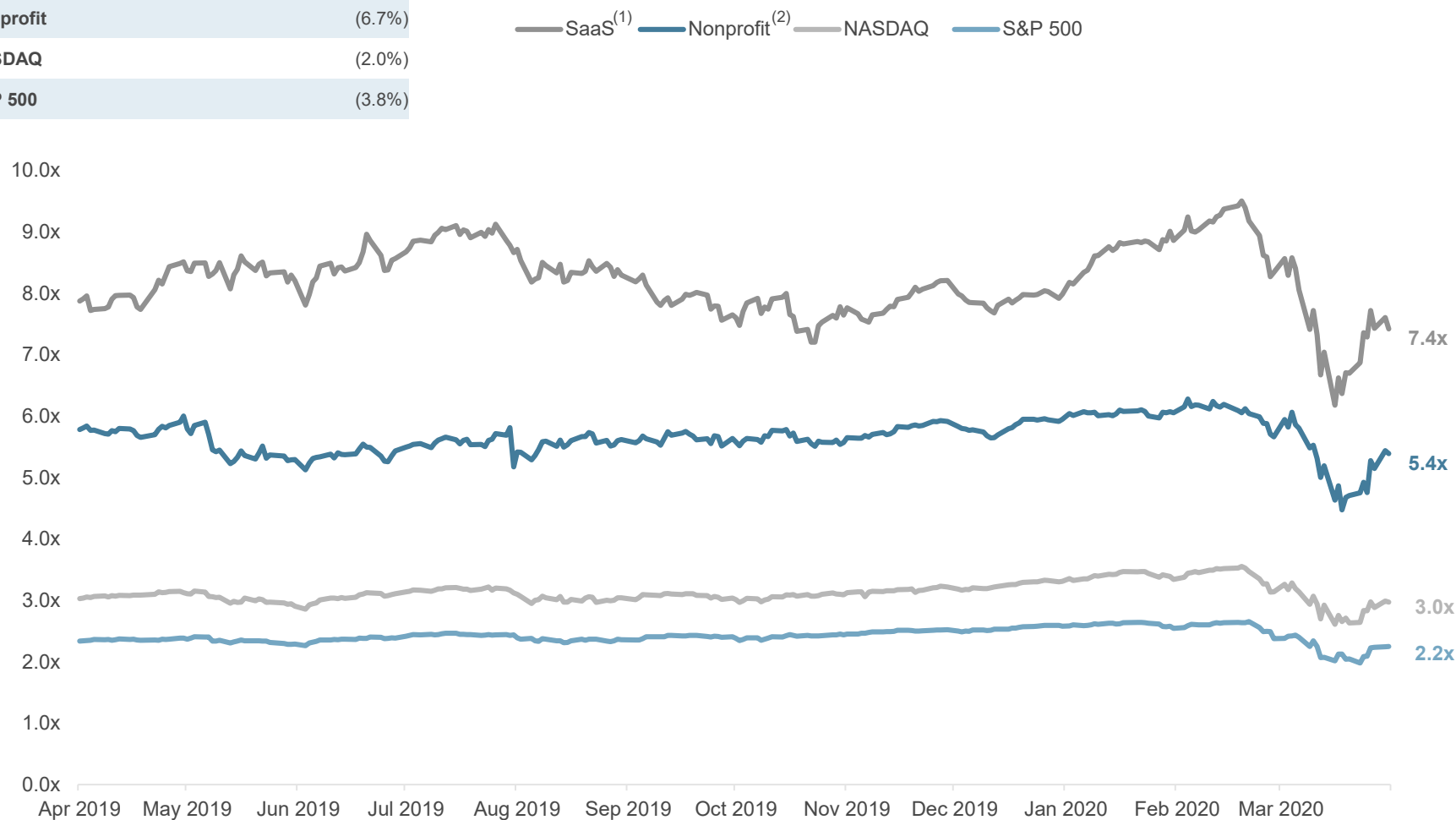
<b>SaaS Market—Q1 2020 Impact From COVID-19<sup>(1)</sup></b>	<p>COVID-19 has brought on a sudden new world order driving market volatility across the globe and to many end markets</p> <ul style="list-style-type: none"> <li>■ SaaS trading has been dampened by market headwinds <ul style="list-style-type: none"> <li>■ Median SaaS was 7.4x revenue at the end of Q1 2020</li> <li>■ Median SaaS was 8.0x revenue at the end of Q4 2019</li> <li>■ A year ago, median SaaS multiples were trading at 7.8x</li> </ul> </li> <li>■ Despite the market impact on SaaS multiples, high recurring revenue models with demonstrated financial model discipline and strong unit economics will be favored in these more uncertain market conditions</li> </ul>
<b>Despite Market Volatility, Capital Is Still Available</b>	<p>Many large strategics and financial sponsors continue to actively look at acquisition and investment opportunities</p> <ul style="list-style-type: none"> <li>■ Private equity funds have record levels of dry powder</li> <li>■ Many private equity funds have recently closed large funds or remain active in their process of raising new funds</li> <li>■ Billions of cash on public company balance sheets</li> <li>■ Many strategics and financial sponsors see a window for opportunistic investments and acquisitions given the volatile climate</li> <li>■ Strategics will prioritize highly synergist and value purchase opportunities</li> <li>■ Many investors, after prioritizing their current portfolio's needs, are looking to be guided by long-term outlook theses, invest in familiar industries/companies, and actively pursue roll-up strategies for many of their portfolio companies</li> <li>■ PIPE investment activity has picked up substantially and special situation and rescue financing deal flow has ramped up in sectors most impacted by the lockdown</li> </ul>
<b>Preliminary Deal Dynamics in an Uncertain Market</b>	<p>Despite market uncertainty, investors are open for business and rapidly adapting to current economic conditions</p> <ul style="list-style-type: none"> <li>■ Investors broadly are struggling with how to value companies, while companies are challenged with trying to provide forecasted financial results despite a high level of uncertainty</li> <li>■ Given the economic volatility, many investors will come up with creative structures around their investments as well as look to make less concentrated bets</li> <li>■ Deal processes will look to remain flexible as buyers/investors look to run diligence processes remotely and experience leverage uncertainty</li> <li>■ Although different areas of the SaaS/nonprofit markets are expected to have greater impact from the current climate, many nonprofit companies will benefit from the need for increased digitalization and finding operational efficiencies</li> <li>■ Despite availability of capital, Q1 2020 saw a drop in M&amp;A and investment activity with further declines anticipated in Q2 2020</li> </ul>

(1) Public equities trading multiples and growth based on 2020E figures. Data from S&P Capital IQ as of March 31, 2020.  
Source: 451 Research, S&P Capital IQ, MarketWatch and Crunchbase.

# Select Public Multiples – Last 12 Months

## EV/NTM Revenue Indexed by Mean

	1-Yr Growth
SaaS	(5.8%)
Nonprofit	(6.7%)
NASDAQ	(2.0%)
S&P 500	(3.8%)



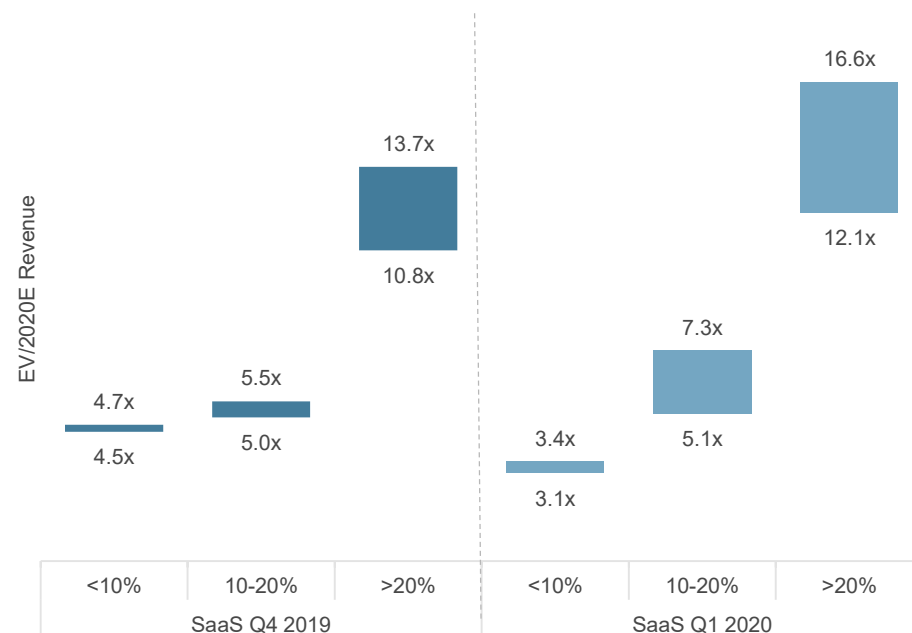
Sources: S&P Capital IQ—data as of March 31, 2020.

(1) SaaS Index comprised of a sample set of 41 publicly traded SaaS companies.

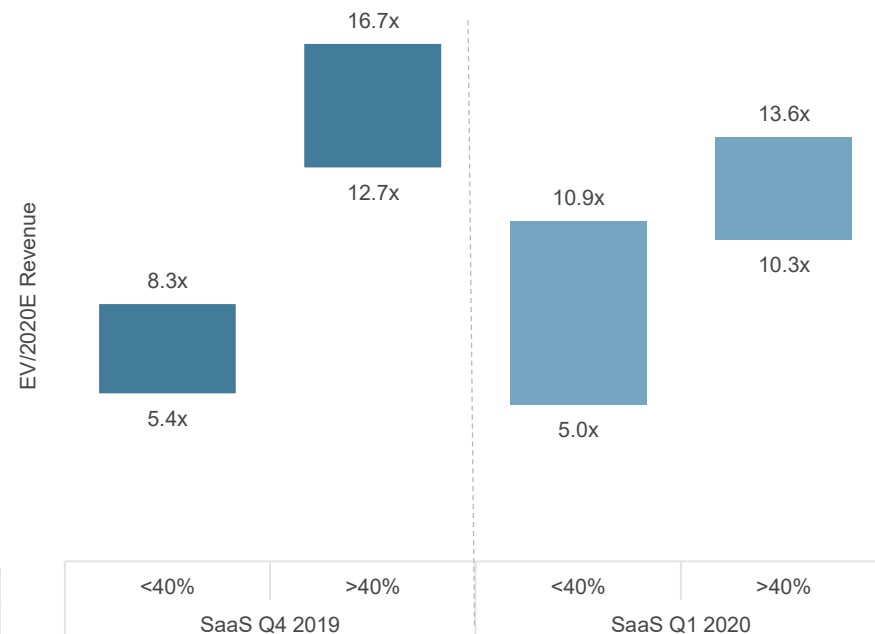
(2) Nonprofit Index comprised of 2U, Blackbaud, NIC, and Tyler Tech.

# COVID-19's Initial Impact on SaaS Market Multiples

## Valuations Remain Closely Tied to Revenue Growth<sup>(1)</sup>



## Rule of 40: Premium on Growth + Profitability<sup>(1)</sup>



Sources: S&P Capital IQ—data as of March 31, 2020 and December 31, 2019.

(1) Ranges shown indicate Median through Top Quartile EV/2020E Revenue.

# Questions and Considerations

Volatile market conditions have created many questions for businesses. Houlihan Lokey's significant product and end-market expertise positions us to help review a variety of strategic alternatives.

***How have the debt markets been affected by COVID-19?***



Lenders are willing to provide financing but are seeking higher yields and more structure on terms given the market uncertainty (i.e., covenants and definitions). Leverage levels are lowering for acquisitions and add-on financing.

***What should I do if I'm considering an equity raise in the near term?***



Given the dislocation caused by COVID-19, some investors have modified their investment criteria and some have paused their capital deployment plans. Please reach out to our team for a discussion around how the criteria for equity investment has evolved and how Houlihan Lokey can be helpful with your particular situation.

***What should I do if I'm considering a sale?***



Our relationships in the software industry along with Wall Street's best private equity coverage group gives us real-time insights into current buyer sentiment, potential diligence and other concerns related to COVID-19 that directly inform our ability to construct a sale process roadmap to maximize value.

***Do I need to discuss COVID-19 as it relates to due diligence in a sale or financing process?***



Yes. COVID-19 is part of the world we now live in. It is crucial to have a clear description of COVID-19 protocols in place, a plan of attack to ensure employees are safe, and an understanding of potential business impacts from COVID-19 moving forward in relation to current customers, pipeline, workforce, etc.

***What should I do if my covenants are tightening or my lenders are being difficult?***



There are a number of alternative capital providers willing to engage in refinancing discussions. Please reach out to us directly to discuss your particular situation.

***What should I do if I'm considering an acquisition?***



As companies analyze inorganic growth opportunities, it's important to understand risks to target businesses posed by COVID-19, in addition to understanding the ideal structure for a potential acquisition. Houlihan Lokey's buy-side expertise and leading Capital Markets Group positions the firm to provide guidance and capital in the current environment.

# How Houlihan Lokey Can Help

Our firm is extremely well-equipped to help our clients navigate uncertain times. We respond quickly to challenging situations and are constantly helping clients to analyze, structure, negotiate, and execute the best possible solutions from both a strategic and a financial perspective.

What We Offer	
1	Corporate Finance
	Mergers and Acquisitions
	Capital Markets
	Private Funds Advisory
	Board Advisory Services
2	Financial Restructuring
	Company Advisory
	Distressed M&A
	Liability Management
	Creditor Advisory
3	Financial and Valuation Advisory
	Portfolio Valuation and Fund Advisory
	Transaction Opinions
	Corporate Valuation Advisory Services
	Transaction Advisory Services
	Real Estate Valuation and Advisory
	Dispute Resolution Consulting

**Corporate Finance**

We are widely recognized as a leading M&A advisor to the middle market and have long-standing relationships with capital providers, including commercial banks and other senior credit providers, insurance funds, asset managers, and mezzanine fund investors. Few other investment banks maintain the breadth of relationships and capital markets intelligence that we do.

**Financial Restructuring**

We have the largest restructuring practice of any global investment bank. Since 1988, we have advised on more than 1,000 restructuring transactions (with aggregate debt claims in excess of \$2.5 trillion). We served as an advisor in 12 of the largest 15 bankruptcies from 2000–2019.

**Financial and Valuation Advisory**

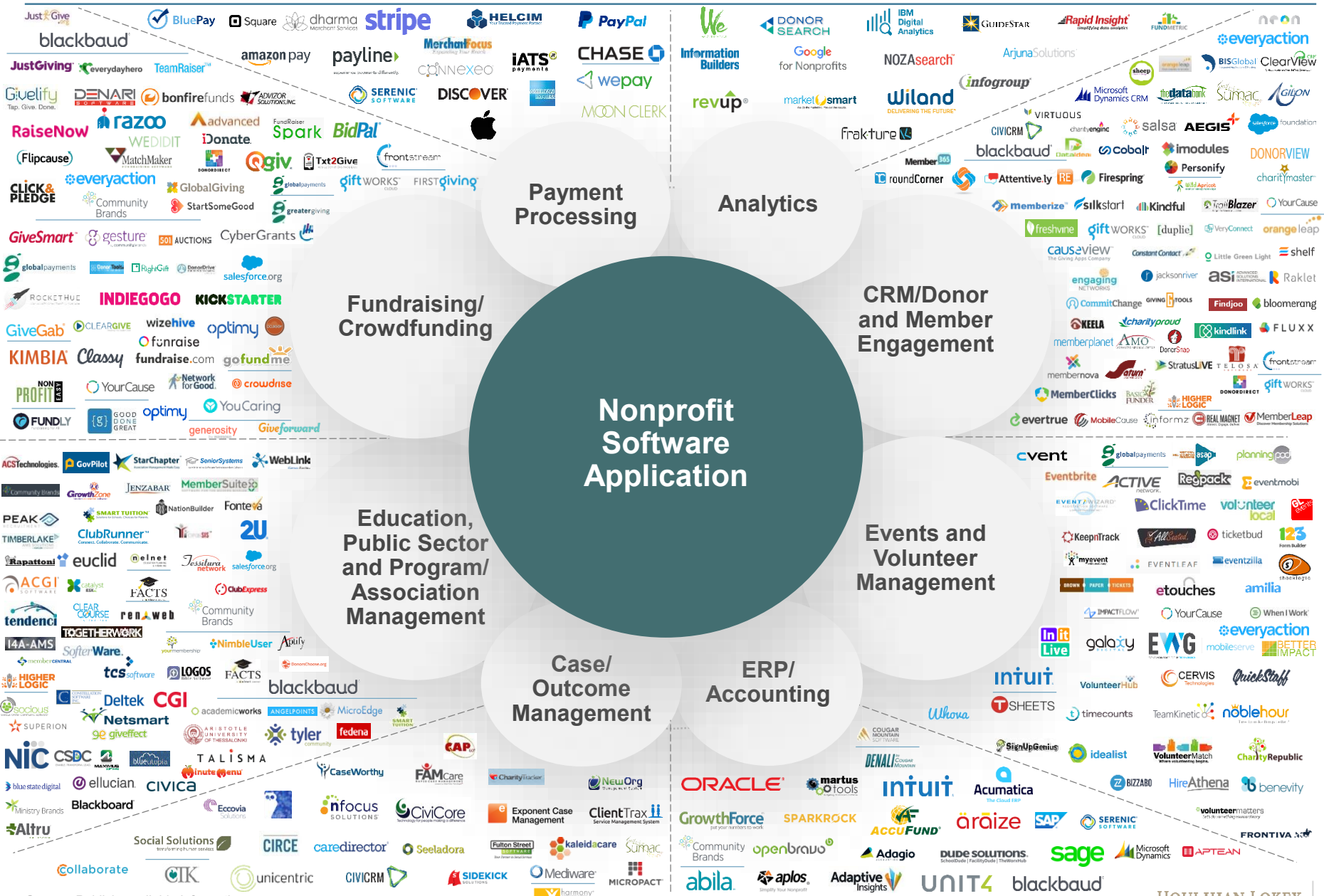
For nearly four decades, we have established ourselves as one of the largest financial and valuation advisory firms. Our transaction expertise and leadership in the field of valuation helps inspire confidence in financial executives, boards of directors, special committees, investors, and business owners we serve.

Why We're Different	
✓	Dominant in Special Situations and Restructuring
✓	Significant Experience With Financing Markets
✓	Senior-Level Commitment and Dedication
✓	Deep, Industry-Specific Expertise
✓	Superior Work Product/Technical Abilities
✓	Creativity, Imagination, Tenacity, and Positivity



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# Representative Nonprofit Software Application Landscape



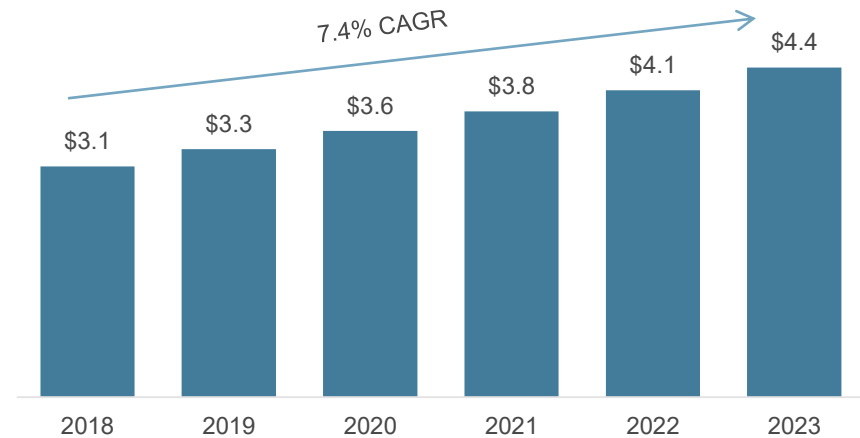
# Strong Tailwinds in a Growing Industry

The nonprofit technology market is fragmented and growing with favorable tailwinds, including increasing charitable donations, continuing technological adoption, and lagging software application innovation.

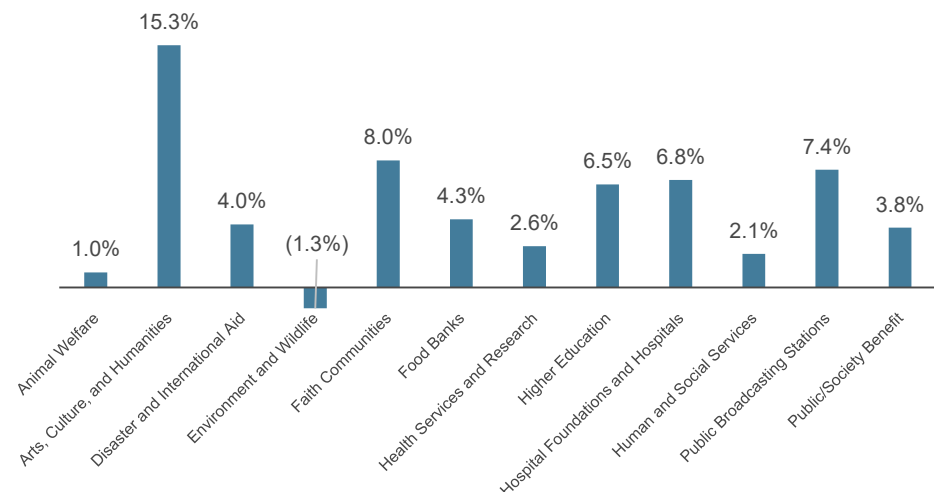
## Overview of Market Trends

- Registered 501(c)(3) organizations currently stand at ~**1.5M**<sup>(3)</sup>.
- Charitable giving to those organizations has steadily increased, amounting to **\$428B** in 2018<sup>(4)</sup> and providing ample funding to budgets for next-generation IT systems within nonprofits.
- As nonprofits replace legacy systems with new customer engagement platforms and capabilities, the nonprofit software market is expected to grow to **\$4.4B** by 2023, up from **\$3.1B** in 2018.
- The digitization of advocacy and fundraising processes has accelerated that growth in recent years, specifically facilitated by the growth of social media, mobile workforces/volunteers, and online payment and fundraising.
- Overall, giving grew by **4.1%** over 2018, the sixth consecutive year of growth, and online giving grew by **12.1%**<sup>(5)</sup>.
  - Financial sponsors are actively investing in payment processing and fundraising platforms (e.g., Frontstream, Connexeo, SofTrek, etc.) to capitalize on growing donation volumes, the migration of payment to digital methods, and the enhancement of payment processing platforms.
- Blackbaud continues to serve as the market leader, providing opportunity for disruption among the many innovative, high growth companies supported by growth equity investments to fuel further product development, sales and marketing expansion, inorganic growth, etc.

## Worldwide Nonprofit Software Spend (\$B)<sup>(1)</sup>



## 2019 Online Fundraising Growth by Vertical<sup>(2)</sup>



# Drivers of Future Growth

## Key Shifts in Nonprofit Giving and Engagement Trends Driving Digital Innovation

### Growth of Online Recurring Revenue



- Total online revenue grew by 1% in 2018, following 23% growth in the previous year.
- While overall online revenue was relatively flat year-over-year, revenue from recurring monthly gifts grew by 17% in 2018 to account for 16% of all online revenue.
- On average, 37% of donors who made an online gift in 2017 made another online gift in 2018, highlighting the importance of retention initiatives embedded within digital programs.

### Declining Impact of Email



- An 8% decrease in email revenue in 2018 correlated with declines in most email metrics, including a drop in open rates by 4% and in fundraising page completion rates by 18%.
- Fundraising messages saw response rates drop to 0.06%, while advocacy message response rates dropped to 1.8%; ultimately, nonprofits raised an average of \$45 for every 1,000 email appeals sent.

### Migration to Mobile



- Web traffic by device continued to shift to mobile from 2017 to 2018, with an increase of 15% compared to a same year decrease of 9% on tablets, while desktop traffic remained constant at 44%.
- Mobile now accounts for 48% of all web traffic and increased as a proportion of transactions by 20%, but it still produced only 21% of total revenue share.
- This traffic-revenue gap indicates the need for digital programs to meet supporters where they are and effectively engage and induce sizable donations by tailoring the donation experience to mobile devices.

### Growing Influence of Social Media Platforms

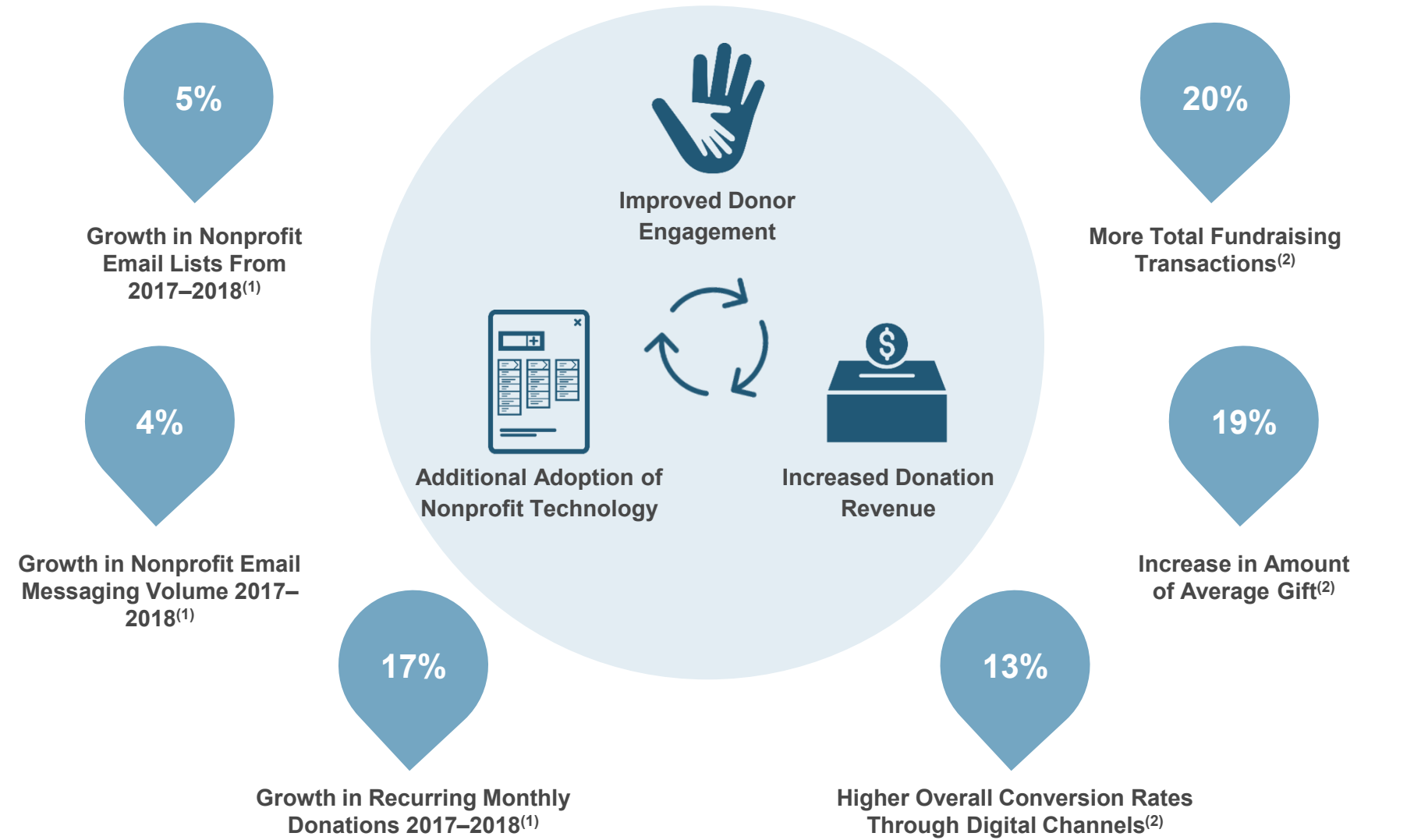


- Social media audiences continued to grow in 2018, especially on Instagram, where nonprofits experienced 34% growth of their following base.
- Facebook and Twitter displayed strong growth as well, amounting to 6% and 26% growth, respectively.
- An effective digital strategy complemented by engagement analytics is needed to decipher the increasingly complex interactions between nonprofits and their supporters.

All of which amounts to further emphasis on software-enabled digital programs within nonprofits, such as streamlined fundraising solutions (e.g., one-click donation through email), integrated social media initiatives, and optimized website and mobile strategies, to increase the volume and quality of interactions that ultimately drive donations.



































# Benefits and ROI: Nonprofit Technology

Nonprofit technology enables users to expand their outreach and optimize interactions with supporters and prospects, leading to greater outcomes for nonprofit clients and the causes they serve.




































Source: (1) M+R, "Benchmarks 2019"; (2) Houlihan Lokey data.

# Strategic Interest in Nonprofit Technology

Date Announced	Acquirer	Target	Target Description	EV (\$M)	EV/Revenue
2/6/2020	 daxko	 UPLAUNCH WE ARE WINNING	Provides customer relationship management and marketing automation SaaS	NA	NA
1/24/2020	 daxko	 PLAYERSPACE	Provides league, volunteer and camp management, and program marketing SaaS for nonprofit sports leagues	NA	NA
1/15/2020	 CLEAR COURSE FOR SUCCESS	 HartSquare	Provides customer relationship management services	NA	NA
12/21/2019	 Pushpay	 CHURCH COMMUNITY BUILDER	Provides administrative management and payments SaaS for U.S. churches	\$87.5	NA
11/20/2019	 RNL	 QuadWrangle	Provides AI-enabled alumni engagement and management marketing software for colleges and universities	NA	NA
8/2/2019	 CLEAR COURSE FOR SUCCESS	 PROTECH PROFITABLE GROWTH	Provides customer relationship management software and creates websites specifically for not-for-profit organizations	NA	NA
7/12/2019	 MemberSuite	 Event Farm	Provides event management and marketing SaaS and services for brands and businesses in the U.S.	NA	NA
7/8/2019	 CLEAR COURSE FOR SUCCESS	 Tritium	Provides customer relationship management software and digital strategy consultancy	NA	NA
6/6/2019	 everyaction	 DONORTRENDS	Provides AI-enabled fundraising predictive analytics and visualization reporting SaaS for nonprofits	NA	NA
6/4/2019	 silverbear	 decisions defining success through integrity	Provides customer relationship management solutions, application development, and support for membership associations	NA	NA
5/19/2019	 CLEAR COURSE FOR SUCCESS	 instaGiv Fundraise • Engage • Recruit	Provides digital and mobile fundraising platform	NA	NA
5/10/2019	 access	 joyful	Provides web design and management SaaS for businesses in the nonprofit sector in Australia and Europe	NA	NA
5/8/2019	 everyaction	 ActionKit	Provides email marketing software for nonprofit organizations, including MoveOn.org, to help them raise funds and engage users	NA	NA
4/2/2019	 Community Brands	 ATTENDEE INTERACTIVE	Provides event and conference management software and SaaS for businesses, exhibition, and conference organizers globally	NA	NA
3/22/2019	 Community Brands	 core-apps	Provides event management mobile applications for conferences and trade shows	NA	NA
1/2/2019	 blackbaud	 YourCause	Provides SaaS for enterprises to organize and track charitable donations and volunteer activities by employees	\$157.0	7.9x
5/1/2018	 blackbaud	 Reeher	Provides higher education fundraising SaaS to colleges and universities	\$43.0	4.3x

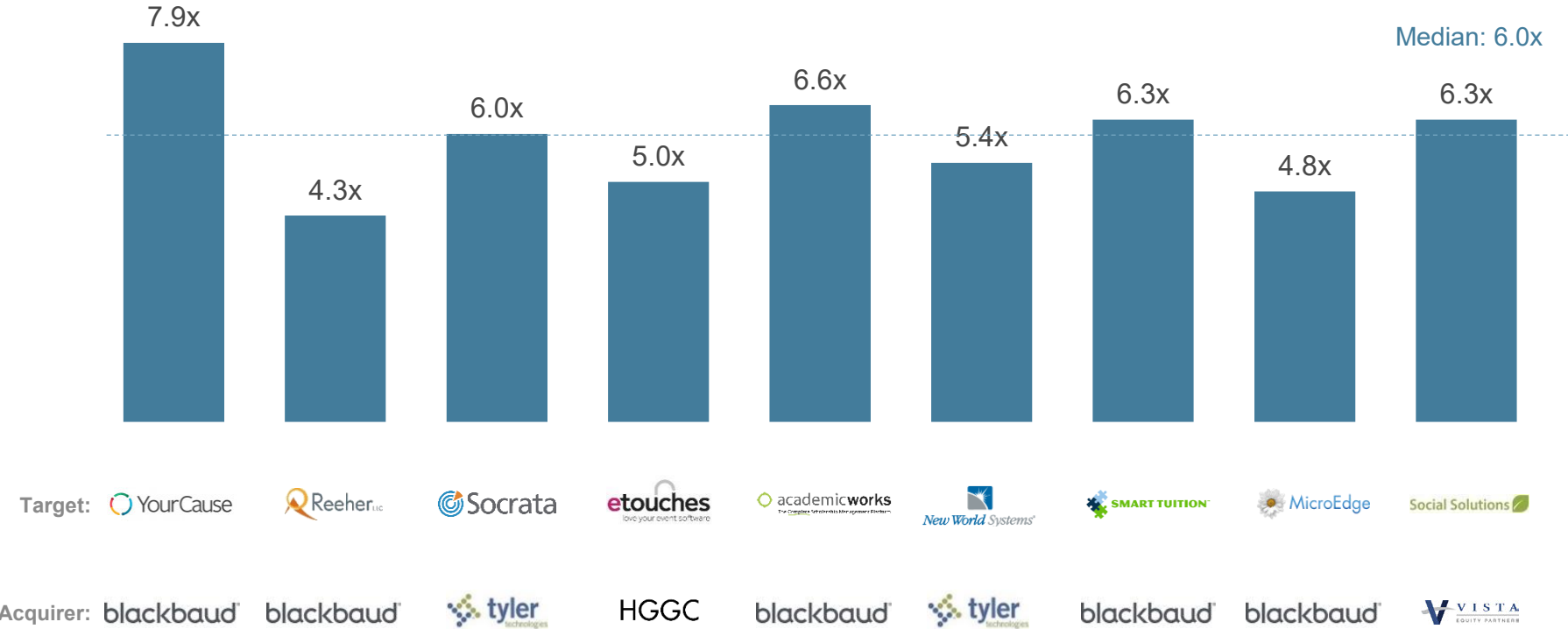
# Nonprofit Tech Also Highly Attractive to Sponsors

Date Announced	Sponsor	Target	Target Description	Amount Raised/ EV (\$M)
11/19/2019	KLASS CAPITAL	 optimy	Developer of grant, community investment, and sponsorship management software	NA
11/12/2019	 BOATHOUSE CAPITAL	 Network for Good	Develops fundraising and donor management software for nonprofit organizations	NA
11/7/2019	 GREENRIDGE INVESTMENT PARTNERS	 GrowthZone	Provides cloud-based association management software	NA
7/16/2019	 K1	 Graduway	Connects students and alumni using their existing social networks and automatically displays their updated information	\$60.0
5/22/2019	 FRONTIER GROWTH	 PHONE 2 ACTION	Provides a civic engagement software platform that enables organizations to acquire and engage supporters	NA
1/31/2019	 FTV CAPITAL	 TANGO CARD	Develops a reward delivery platform that helps in sending e-gift cards, prepaid cards, and nonprofit donations	\$10.0
11/15/2018	 Generis Capital Partners	 iRaiser	Provider of software intended to collect funds on online websites	\$4.0
10/19/2018	 Arrowroot Capital	 MemberSuite	Provider of software that helps to manage fundraising, event planning, accounting, dues collection and other functions, enabling businesses to promote continuity and visibility	\$11.0
10/8/2018	 spero ventures	 revup®	Developer of data analytics software intended to improve fundraising	\$8.0
10/3/2018	 PERFORMANCE EDGE PARTNERS	 iDonate	Developer of a fundraising software created to help nonprofit organization to better connect with donors	\$10.0
9/13/2018	 BLUE STAR INNOVATION PARTNERS	 FTV CAPITAL	Developer of a cloud-based nonprofit software suite for nonprofit organizations	NA
9/12/2018	 M K capital	 onecause™	Designs and develops mobile fundraising software for fundraisers	\$4.0
8/30/2018	 NEW YORK STATE OF OPPORTUNITY	 New York Ventures	Develops and provides online fundraising and supporter engagement software	\$10.0
8/21/2018	 INSIGHT VENTURE PARTNERS	 everyaction	Provides digital, fundraising and organizing products integrated on a unified customer relationship management platform for nonprofit organizations and progressive campaigns	NA
7/26/2018	 PAMLICO CAPITAL	 Personify	Provides software, consulting, interactive web, and cloud hosting solutions to associations and nonprofit organizations	NA
5/30/2018	 MARLIN EQUITY PARTNERS	 frontstream	Provides credit and debit card processing SaaS and services, distributes retail payment terminals and provides point-of-sale systems integration services for nonprofit organizations	NA
4/13/2018	 AKKR	 salsa	Provides fundraising management and marketing automation SaaS to nonprofit organizations	NA

# Precedent M&A Transactions

## Revenue Multiples

	2019	2018	2018	2017	2017	2015	2015	2014	2014
EV (\$M):	\$157.0	\$43.0	\$150.0	\$150.0	\$50.0	\$670.0	\$190.0	\$160.0	\$125.0



Source: S&P Capital IQ, 451 Research.



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Houlihan Lokey is the trusted advisor to more top decision-makers than any other independent global investment bank.

## Corporate Finance

### 2019 M&A Advisory Rankings All U.S. Transactions

	Advisor	Deals
1	<b>Houlihan Lokey</b>	<b>184</b>
2	Goldman Sachs & Co	167
3	JP Morgan	141
4	Morgan Stanley	122
5	Evercore Partners	112

Source: Refinitiv (formerly known as Thomson Reuters)

**No. 1** U.S. M&A Advisor

**Top 10** Global M&A Advisor

**Leading** Capital Markets Advisor

## Financial Restructuring

### 2019 Global Distressed Debt & Bankruptcy Restructuring Rankings

	Advisor	Deals
1	<b>Houlihan Lokey</b>	<b>76</b>
2	PJT Partners Inc	43
3	Moelis & Co	36
4	Lazard	29
5	AlixPartners	19

Source: Refinitiv (formerly known as Thomson Reuters)

**No. 1** Global Restructuring Advisor

**1,000+** Transactions Completed  
Valued at More Than \$2.5 Trillion  
Collectively

## Financial and Valuation Advisory

### 2000 to 2019 Global M&A Fairness Advisory Rankings

	Advisor	Deals
1	<b>Houlihan Lokey</b>	<b>1,057</b>
2	JP Morgan	929
3	Duff & Phelps	734
4	Morgan Stanley	621
5	Bank of America Merrill Lynch	612

Refinitiv (formerly known as Thomson Reuters). Announced or completed transactions.

**No. 1** Global M&A Fairness Opinion  
Advisor Over the Past 20 Years

**1,000+** Annual Valuation  
Engagements

# Leading M&A Advisory Firm With Global Reach

- Consistently ranked No. 1 M&A advisor for U.S. transactions under \$1.5 billion for the past several years.
- More than 1,500 employees in 22 total locations worldwide.
- One unified team with a shared bonus pool incentivizes bankers for global coordination.
- Global reach and local country presence required to access cross-border buyers and extract outlier valuations.

## North America

Atlanta Miami  
Chicago Minneapolis  
Dallas New York  
Houston San Francisco  
Los Angeles Washington, D.C.

## Europe and Middle East

Amsterdam Madrid  
Dubai Milan  
Frankfurt Paris  
London

## Asia-Pacific

Beijing Sydney  
Hong Kong Tokyo  
Singapore

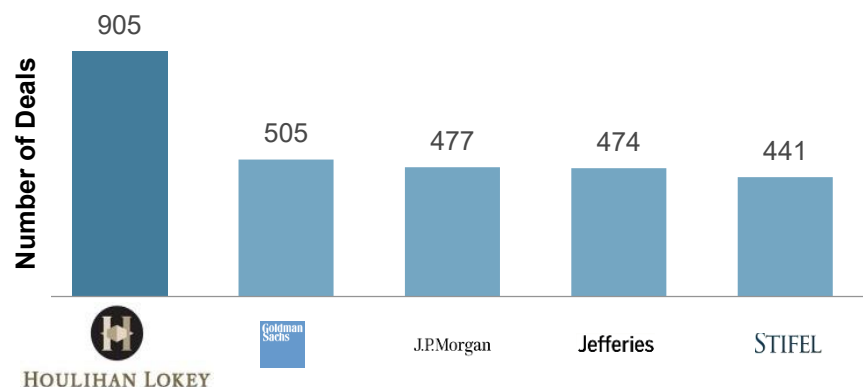
**1,500+** Employees  
~**35%** Owned by Employees  
~**\$1 Billion** of Revenue

**HLI**  
**LISTED**  
**NYSE**

**Publicly Traded**  
~**\$3.5 Billion** Market Cap  
**No Debt**

## U.S. M&A Transaction Leader

Houlihan Lokey executed more transactions under \$1.5 billion over the past five years than any other firm.



## Leader in U.S M&A Transactions

### 2019 M&A Advisory Rankings U.S. Transactions Under \$1 Billion

Advisor	Deals
1 Houlihan Lokey	178
2 Raymond James Financial Inc	102
3 Goldman Sachs & Co	96
3 Jefferies LLC	96
5 Piper Jaffray Cos	94

Source: Refinitiv (formerly known as Thomson Reuters)

### 2018 M&A Advisory Rankings U.S. Transactions Under \$1 Billion

Advisor	Deals
1 Houlihan Lokey	199
2 Goldman Sachs & Co	103
3 Generational Equity	98
4 Stifel/KBW	97
5 Jefferies LLC	95

Source: Thomson Reuters  
\* Denotes tie

Our unique industry coverage model allows us to deliver sector-specific knowledge, experience, and relationships to every client we work with

### Product Expertise

Mergers and Acquisitions

Capital Markets

Financial Restructuring

Financial and Valuation Advisory

### Dedicated Industry Groups

Technology, Media, and Telecom

Business Services

Consumer, Food, and Retail

Data and Analytics

Energy

Financial Institutions

Healthcare

Industrials

Real Estate, Lodging, and Leisure

Aerospace, Defense, and Government

### Financial Sponsors

Active dialogue with a diverse group of 1,000+ sponsors.

Private Equity Firms

Hedge Funds

Capital Alliances

# Leading Financial Sponsors Coverage

Houlihan Lokey has the largest Financial Sponsors Group focused on mid-cap and large-cap funds.

## Broadest and Deepest Financial Sponsor Group

- Houlihan Lokey has 19 senior officers dedicated to the sponsor community in North America and Europe.
- Coverage of 900+ private equity firms, 250 hedge funds, and 125 family offices.
- Organized geographically to ensure client coverage proximity.

## High Quality Relationships

- Worked on over 1,000 sponsor-related engagements in 2019 alone.
- Sold close to 400 companies to financial sponsors over the past five years.
- Provide financial sponsors access to successful solutions—with coverage officers facilitating two-way information flow between the sponsors and Houlihan Lokey.

## Recent Sponsor Clients



## Unparalleled Data on Buyer Behavior

- Knowledge of and database on financial sponsor preferences and behavior through our relationships and deal flow.
- Collect and analyze comprehensive data on industry, size, and general market trends.

## 2019's Most Active Investment Banks to US Private Equity<sup>(1)</sup>

1	Houlihan Lokey	81
2	Lincoln International	67
3	Jefferies	61
4	William Blair	58
5	Piper Sandler <sup>(2)</sup>	55

## Strong Network of Senior Sponsor Coverage Officers

 <b>Los Angeles</b>	<b>John Mavredakis</b> Senior Managing Director	<b>Kevin Stephens</b> Managing Director	 <b>London</b>	<b>Johnny Colville</b> Managing Director
	<b>Mark Goldman</b> Managing Director Head of Alternative Capital			<b>Ann Sharkey</b> Managing Director
	<b>Justin Abelow</b> Managing Director	<b>Chris Macios</b> Director		<b>Leon Gillespie</b> Managing Director
<b>New York</b>	<b>Patrick Collins</b> Managing Director	<b>Michael Repka</b> Director	<b>Frankfurt</b>	<b>Christian Keller</b> Managing Director
	<b>Thomas Dippel</b> Managing Director	<b>Rachel Schaller</b> Senior Vice President	<b>Madrid</b>	<b>Ignacio Blasco Lafita</b> Managing Director
	<b>Kevin Salmini</b> Managing Director Head of Private Equity		<b>Milan</b>	<b>Andrea Mainetti</b> Managing Director
<b>Wash., DC</b>	<b>David Roberts</b> Managing Director		<b>Chicago</b>	<b>Jeff Stern</b> Managing Director
			<b>San Francisco</b>	<b>Andrew Morrow</b> Managing Director

(1) Source: PitchBook.com.

(2) Formerly known as Piper Jaffray and renamed Piper Sandler following the acquisition of Sandler O'Neill in July 2019.

# Leading TMT Advisory Team

## Senior Leadership Team With Extensive Experience



**Rob Louv**  
Co-Head and  
Managing Director



**Roy Kabla**  
Co-Head and  
Managing Director



**Steve Cramer**  
Managing Director



**Daniel Gossels**  
Managing Director



**Thomas Olivier**  
Managing Director



**Christopher Wilson**  
Managing Director

### Expertise and Capabilities Key Relationships

<b>AWS/Azure/Cloud Hosting</b>	<ul style="list-style-type: none"> <li>Public Cloud</li> <li>Private Cloud</li> <li>Hybrid Cloud</li> <li>Data Centers</li> <li>Co-Location</li> </ul>	
<b>Broadcast Technology/Media Services</b>	<ul style="list-style-type: none"> <li>On-Demand Services</li> <li>Creative Participation</li> </ul>	
<b>Marketing Automation</b>	<ul style="list-style-type: none"> <li>CRM</li> <li>Customer Engagement</li> <li>Marketing Automation</li> <li>Ad Tech</li> </ul>	
<b>Consumer Internet Services</b>	<ul style="list-style-type: none"> <li>Music Tech</li> <li>Food Tech</li> </ul>	
<b>Data Analytics/Intelligence</b>	<ul style="list-style-type: none"> <li>Data Infrastructure</li> <li>Enterprise Analytics</li> <li>Data Sources and APIs</li> <li>Data Resources</li> </ul>	

### Expertise and Capabilities Key Relationships

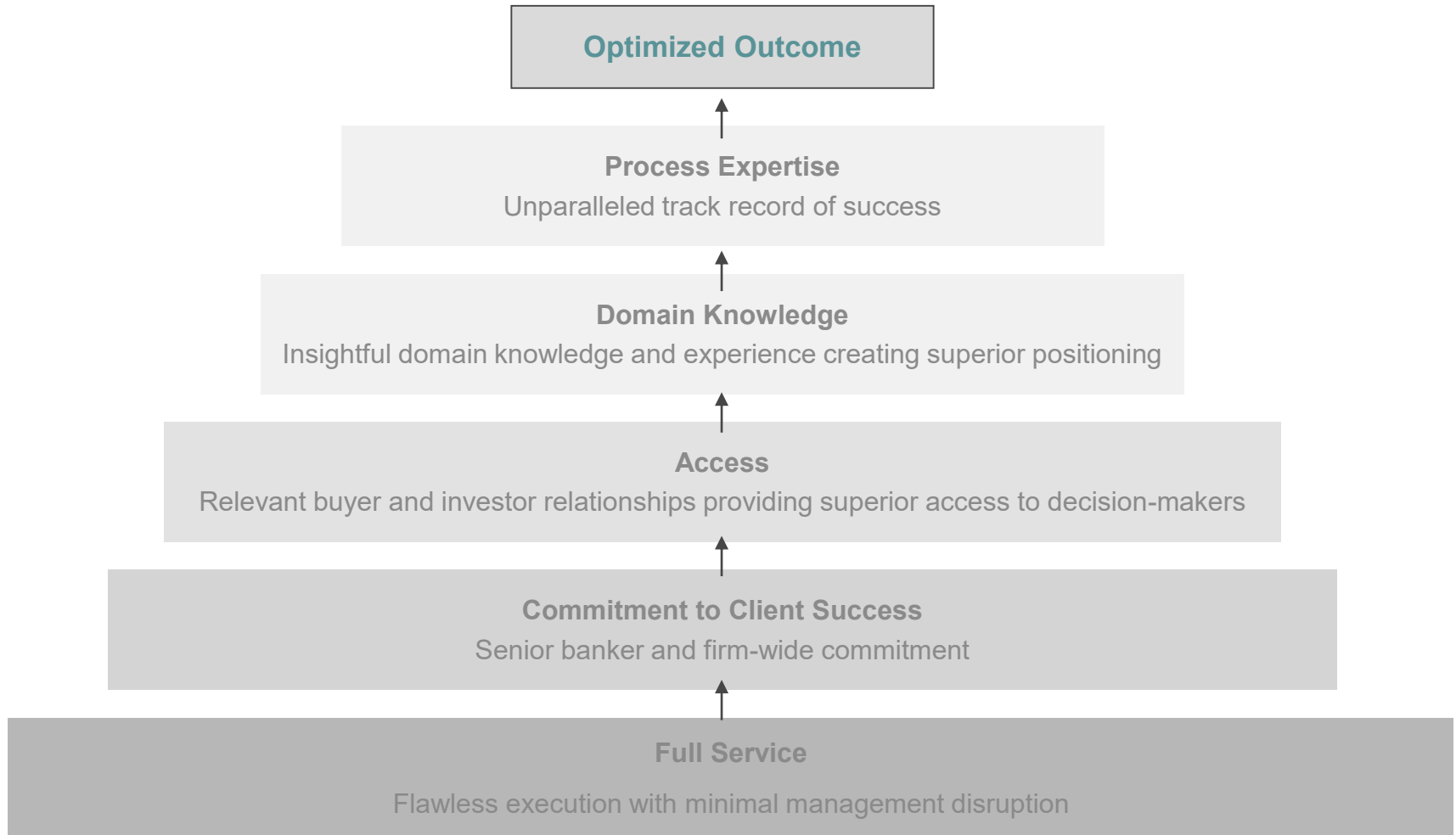
<b>Out-of-Home Entertainment/Digital Signage</b>	<ul style="list-style-type: none"> <li>Digital Content Delivery</li> <li>VR/AR</li> <li>Family Entertainment</li> <li>Arcade Video Games</li> </ul>	
<b>Digital Publishing/Video</b>	<ul style="list-style-type: none"> <li>Digital Publishers</li> <li>Digital Video</li> <li>Health Information</li> <li>Viral Content</li> <li>Digital Rights</li> </ul>	
<b>Film/TV/Music/Entertainment</b>	<ul style="list-style-type: none"> <li>Film Production and Distribution</li> <li>Music Publishing</li> <li>Entertainment Services</li> <li>Music Festivals</li> <li>Entertainment IP</li> </ul>	
<b>Human Capital Management</b>	<ul style="list-style-type: none"> <li>Talent Acquisition</li> <li>HRIS</li> <li>Talent Management</li> </ul>	
<b>Enterprise Workflow/Content Management</b>	<ul style="list-style-type: none"> <li>Digital Workplace</li> <li>Enterprise Collaboration</li> <li>ERP</li> </ul>	

### Expertise and Capabilities Key Relationships

<b>Infrastructure/Security</b>	<ul style="list-style-type: none"> <li>Cloud Monitoring</li> <li>Network Management</li> <li>Network Analytics</li> <li>Security, Log Management</li> <li>IT Operations Management</li> </ul>	
<b>Vertical Industry Software</b>	<ul style="list-style-type: none"> <li>Legal</li> <li>Travel and Hospitality</li> <li>EdTech</li> <li>Nonprofit</li> <li>Real Estate</li> </ul>	
<b>Sports/Live Entertainment</b>	<ul style="list-style-type: none"> <li>Fantasy Sports/Gaming</li> <li>OTT/Video</li> <li>Data Analytics</li> <li>Social Media/Esports</li> <li>Youth/Amateur</li> </ul>	
<b>Manufacturing Tech/Supply Chain/Procurement</b>	<ul style="list-style-type: none"> <li>Planning</li> <li>S&amp;OP</li> <li>Procurement</li> <li>Inventory</li> <li>VMS</li> </ul>	
<b>E-Commerce/Retail Tech</b>	<ul style="list-style-type: none"> <li>B2C E-Commerce</li> <li>E-Commerce Enablement</li> <li>Retail Analytics</li> <li>POS</li> </ul>	

# Technology, Media & Telecom Group's Competitive Advantage

Transaction expertise, deep domain knowledge, and buyer and investor relationships optimize stakeholder outcome.



# Houlihan Lokey Helps Maximize Shareholder Value

High valuations are driven by an unparalleled understanding of the market and a competitive bidding process.





# Expertise Across the Nonprofit Domain and Adjacent Markets

## Nonprofit Software




has received an equity investment from




Financial Advisor

CRM/Fundraising Solutions




has been acquired by




Sellside Advisor


Case and Donor Management



has been acquired by




a portfolio company of




Sellside Advisor

Outcomes Management




has been recapitalized by




Financial Advisor\*

Higher Education



has acquired



Buyside Advisor

Analytics Solutions




has been acquired by




Sellside Advisor\*

Event Management

## CRM and Customer Engagement




has been acquired by




Sellside Advisor

CEM Software




has been acquired by




Sellside Advisor

Contact Center Workforce Optimization






\$33,000,000  
Series E Preferred Stock and Term Loan

Led by:




With participation from:






Placement Agent

CEM Analytics



has been acquired by



Sellside Advisor

Customer Analytics



has raised \$80 million equity financing from




and




Financial Advisor\*

CEM Software



has received an equity investment from



Financial Advisor\*

Vertical Marketing and CRM



has been acquired by



Sellside Advisor\*

CRM Software


## Marketing Automation/Technology



a portfolio company of




has been acquired by



Financial Advisor

Web Content Management




has received an equity investment from



Financial Advisor

Marketing Automation



has been acquired by



Sellside Advisor

Digital Marketing and CMS



has received an equity investment from




a portfolio company of




Financial Advisor


Marketing Automation



a portfolio company of



has been acquired by



Sellside Advisor

Education LMS




has been acquired by





Sellside Advisor

School IT Management



Academy of Early Education

has been acquired by

Sellside Advisor

Development Software



has been acquired by








































































Sellside Advisor

K-12 Software Solutions

\*Tombstones included herein represent transactions closed from 2009 forward. Selected transactions were executed by Houlihan Lokey professionals while at other firms acquired by Houlihan Lokey or by professionals from a Houlihan Lokey joint venture company.

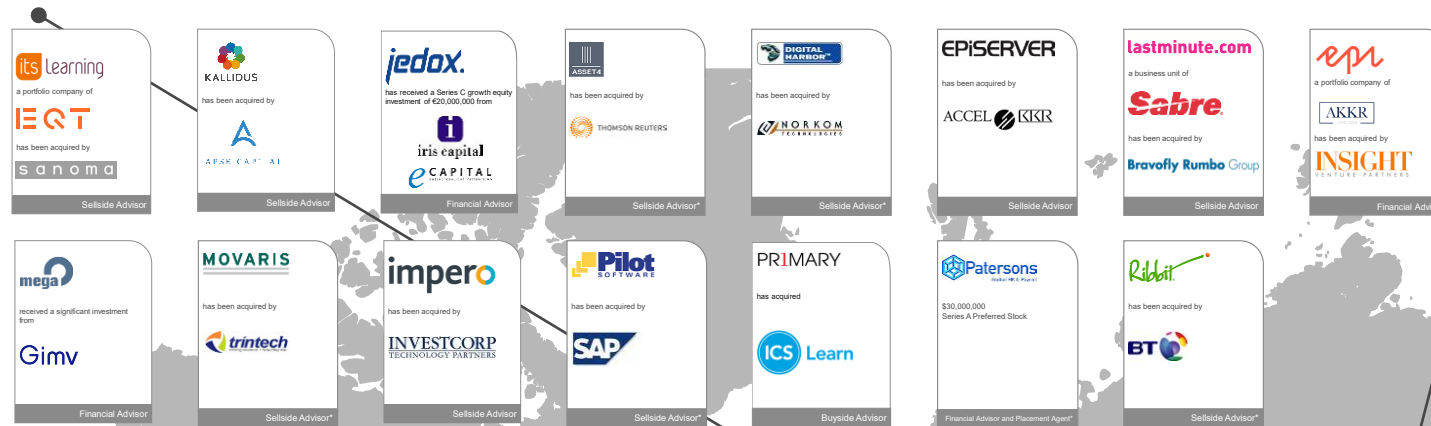
# SaaS Advisory Track Record

Unparalleled SaaS transaction experience with more than 90 SaaS sellside transactions closed—more than any other investment bank.

 has been acquired by  Sellside Advisor <b>Event Management</b>	 a portfolio company of <b>NORWEST</b> has been acquired by  a portfolio company of  Sellside Advisor <b>Travel Technology</b>	 has been acquired by  Sellside Advisor <b>CEM Software</b>	 has received a significant growth investment from  Financial Advisor <b>Retail Analytics</b>	 a portfolio company of  has been acquired by  Financial Advisor <b>Web Content Management</b>	 has received an equity investment from  Financial Advisor <b>Nonprofit CRM and Fundraising</b>	 has been acquired by  an operating subsidiary of  Sellside Advisor <b>Manufacturing Content Management</b>	 has been acquired by  a portfolio company of  Sellside Advisor <b>Talent Management</b>	 has received an equity investment from  Financial Advisor <b>Digital Workplace</b>
 has been acquired by  a portfolio company of  Sellside Advisor <b>Healthcare Analytics</b>	 has received an equity investment from  Financial Advisor <b>Security Software</b>	 has been acquired by  Sellside Advisor <b>Talent Management</b>	 has been acquired by  Sellside Advisor <b>Contact Center Workforce Optimization</b>	 has been acquired by  Sellside Advisor <b>Supply Chain Network</b>	 has been acquired by  Sellside Advisor <b>Recruiting and Onboarding</b>	 has received an equity investment from  a portfolio company of  Financial Advisor <b>Mobile Advertising</b>	 has received an equity investment from  Financial Advisor <b>Marketing Automation</b>	 has been acquired by  Sellside Advisor <b>Financial Technology</b>
 a wholly-owned subsidiary of  has been acquired by  a wholly-owned subsidiary of  Sellside Advisor <b>Workplace Management</b>	 \$33,000,000 Series E Preferred Stock and Term Loan Led by:  With participation from:    Placement Agent <b>CEM Analytics</b>	 has been acquired by  Sellside Advisor <b>Web Content Management</b>	 has been acquired by  a portfolio company of  Sellside Advisor <b>Outcomes Management</b>	 has been acquired by  Sellside Advisor <b>Case and Donor Management</b>	 has been acquired by  Sellside Advisor <b>CRM and Call Center</b>	 has been acquired by  Sellside Advisor <b>Marketing Automation</b>	 has been acquired by  Sellside Advisor <b>E-Signature</b>	 Series D Convertible Preferred Stock  With participation from existing investors:    \$25,000,000 Placement Agent <b>Social Recruiting</b>

# Track Record of Technology Cross-Border Transactions (Selected)

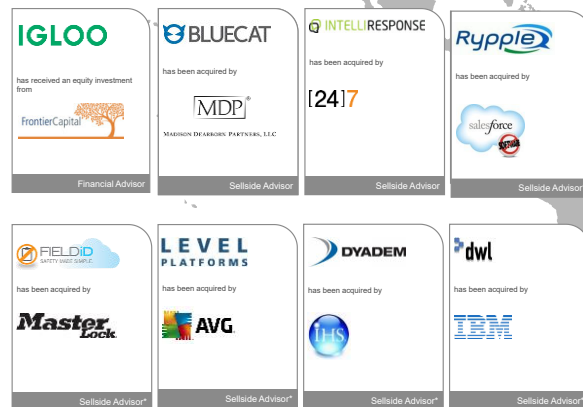
## Europe



## Asia



## Canada



## Australia



\*Tombstones included herein represent transactions closed from 2008 forward. Selected transactions were executed by Houlihan Lokey professionals while at other firms acquired by Houlihan Lokey or by professionals from a Houlihan Lokey joint venture company.

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