

Human Capital Management Q2 2021 Overview

HOULIHAN LOKEY | TECHNOLOGY, MEDIA & TELECOM GROUP

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Current Market Conditions for SaaS and Human Capital Management (HCM)

SaaS and HCM Comps— Q2 2021 Update⁽¹⁾

Broad SaaS and HCM markets have benefited from recent market tailwinds, with median multiples up from 2020 and YoY

- SaaS trading multiples continued to increase over the quarter
- Median SaaS was 12.8x revenue at the end of Q2 2021
- Median SaaS was 11.9x revenue at the end of 2020

- HCM trading has also enjoyed an increase during the macro market uncertainty
- Median HCM was 5.9x revenue at the end of Q2 2021
- Median HCM was 5.4x revenue at the end of 2020

The Appetite for Deploying Capital Continues

Large strategics and financial sponsors continue to actively look for acquisition and investment opportunities

- Private equity funds have record levels of dry powder, with total assets under management expected to reach \$5.8 trillion by 2025
- Many private equity firms have recently closed large funds with active mandates and timelines to invest
- Billions of dollars in cash are on public company balance sheets
- Both strategic buyers and investors continue to be aggressive on timeline and valuation for high-quality assets
- Many private equity firms are actively looking for new investment opportunities and pursuing aggressive roll-up strategies for their portfolio companies

- The number of special purpose acquisition companies (SPACs) also continues to grow, with June 2021 YTD issuances already exceeding 2020 proceeds and \$109.9 billion raised in 358 IPOs
- As the market continues to deliver outsized outcomes, executives are eager to launch new processes and take advantage of the robust deal market dynamics
- Global IPOs were robust in Q2, hitting volumes and dollars raised not seen for decades
- In H1 2021, venture investment hit all-time highs and venture and PE investment has already surpassed the fullyear 2020

Robust Deal Dynamics in a Post-Recovery Environment

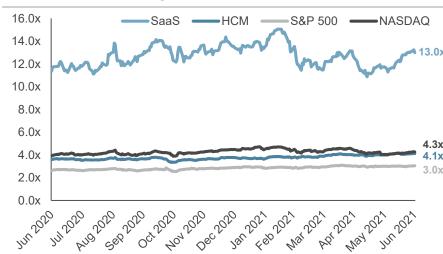
With the high volume of deal flow, investors are increasingly needing to be selective about the deals they consider

- Investors have seen increased deal volume, and they expect these levels to continue through 2021
- With large deal pipelines, investors are narrowing their focus to opportunities where they have strong conviction and areas where they have competitive angles/differentiation
- Competitive market dynamics are encouraging buyers and investors to move quickly and aggressively on high-quality assets
- Deal processes will look to remain flexible as buyers/investors look to be aggressive in processes, run diligence processes remotely, and adjust to evolving macro climates

- Companies with high revenue visibility, strong unit economics, differentiated competitive positioning, and demonstrated financial model discipline are poised to enjoy these competitive market conditions
- Investors are aware of the behavioral shifts and changing market dynamics created by COVID-19, with many of these shifts resulting in a more dynamic workforce. Investors understand the increasing need for HCM software that can help manage these new circumstances, driving continued enthusiasm for investing in HCM assets

Macro Market Snapshot

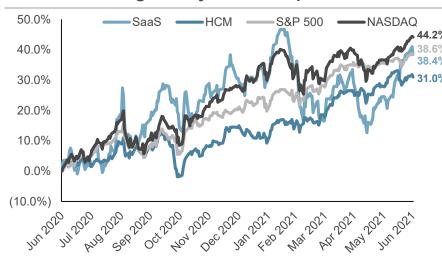
EV/NTM Revenue by Index



Valuation Remains Closely Tied to Revenue Growth⁽¹⁾



Share Price Weighted by Market Cap



Rule of 40: Premium on Growth + Profitability⁽¹⁾



Source: S&P Capital IQ. Data as of June 30, 2021.

⁽¹⁾ Ranges shown indicate median through top-quartile EV/2021E revenue.

⁽²⁾ HCM Index comprises companies shown on company benchmarking charts in the following pages.

⁽³⁾ SaaS Index comprises an aggregate sample set of SaaS companies.

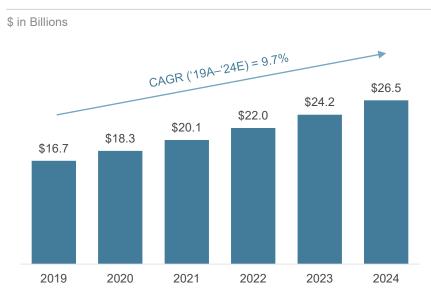
Representative HCM Landscape

			Talent Ad	quisition				Core	HR			Tale	nt Manage	ment	
	Sourcing	Recruitment Marketing	Assessments	Applicant Tracking	Hiring Tools	Onboarding	Payroll	HRIS	Workforce Management	Contingent Labor	Compensation and Benefits	Performance and Succession	Learning	Employee Engagement	Talent Analytics
Leaders	DHÍ fiverr. hi handshake nor randstad RecRuit seek StepStone Upwork	facebook. icims Jobvite LEVER Linked in ZipRecruiter	DDI psi	Bullhorn IBM. icims ORACLE		Checkr First Advantage GIS Sterling Backcheck	Intuit PAYCHEX Paylocity Sdworx	Paycor paycom Solved UNIT4	beeline DATABASICS Timeclock Plus' Workfront	PROUnlimited # RIGUP	BenefitMali BENEFITFOCUS benify Collective interviews	IEM. ORACLE SAP	Cornerstone Others PLURALSIGHT SABA Skills ff	globoforce	infor workday.
Challengers	TheckerRank. Observers Jobandtalent Jobandtale	Avature greenhouse Hireology phenom people. SmartRecruiters XING	CALIPER Capp CRITERIA MHS pymetrics Wonderlic.	HealthcareSource PageUp People tolentReef	Circa Hire*√ue Modern Hire OUTMATCH.	ASURINT fenergo: SilkRoad Inchnology Vertical screen	CLOUDPAY FMP Global Frontier MHR NETCHEX VISMA	Ascentis corehr Namely	ASURE Hotschedules humanforce Mineral REPLICON TEAM Software UNIFOCUS workfare	Freelancer.com MBO partners Shiftgig	benefitexpres beqom. businessolver businesso	Lattice metap talentia TALENTSOFT VISMA Xactly	Axonify docebo degreed.	Achievers BAUDVILLE Constitution GuideSpark BLEGION MetivAction Staffbase	Hireology proteing secres SKILLSURVEY VISIER
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Large and Growing Market With Massive TAM

The HCM market is forecasted to grow at nearly 10% annually until 2024, driven in large part by the growth in overall enterprise SaaS and cloud software and the consistent need for operational efficiency in the evolving HCM roles

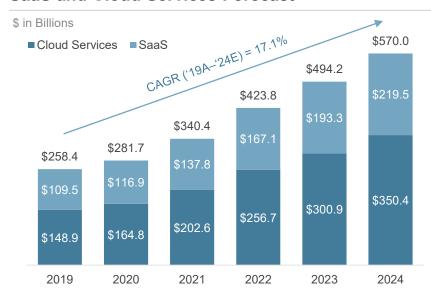
HCM Growth



Estimated \$26.5 billion in total revenue by 2024, driven by:

- Enterprises embracing HCM technology for workforce management as platforms become better at tracking employees, monitoring productivity, and ensuring their well-being
- Emergence of artificial intelligence in automating HR processes, intelligently recommending candidates, and streamlining the recruiting process
- Talent management and employee engagement platforms evolving to meet changing COVID-19 climate dynamics and the continuing growth of gig economy labor

SaaS and Cloud Services Forecast



Overall enterprise software growth has been driven by the proliferation of SaaS and hybrid cloud models in the last decade

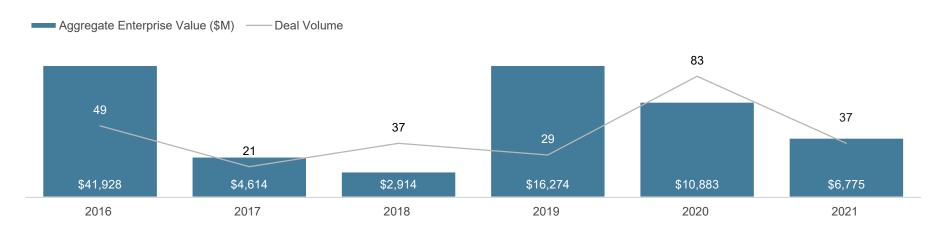
- Organizations are seeking simpler, more flexible and economic ways to move and manage workloads across environments
- Cloud deployments have become a proven success, prompting many organizations to begin shifting their applications to the cloud

Sources: Statista, Gartner.

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Historical HCM M&A Summary

HCM M&A Transaction Summary (2016 – June 2021 YTD)



HCM M&A Transaction by Subsector (2016 – June 2021 YTD)



Sources: S&P Capital IQ, 451 Research, and Kognetics as of June 30, 2021.

Notes: Includes transactions with undisclosed financial terms. Transactions may fall into more than one indicator.

NA or data not included if data isn't publicly available or EV/revenue or EV/EBITDA is greater than 50x.

Historical M&A: Select Strategic Transactions

HCM M&A Transaction by Subsector (2016 – June 2021 YTD)

Deal Volume	Sourcing	Recruitment Marketing	Assessments	Applicant Tracking	Hiring Tools	Onboarding	Payroll	HRIS	Workforce Management	Contingent Labor	Comp and Benefits	Performance and Succession	Learning	Employee Engagement	Talent Analytics
		18	13	8	27	2	17	19	45	4	24	12	27	18	8
Aggregate EV (\$M)	\$517	\$28,305	\$3,773	\$33	\$205	\$0	\$5,699	\$6,648	\$16,632	\$0	\$4,240	\$832	\$8,832	\$767	\$73
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	Randstad	Microsoft	Gartner	Snagajob	Adecco	Sterling	ADP	ECI	Kronos	Adecco	Mercer	Saba	Talentsoft	Blackhawk	Workday
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	glassdoor	viadeď	MARCUS BUCKINGHAM	Lumesse	TextRecruit	verified person	moorepayhr	Psople 6	workmarket	workmarket	WageWorks everyone demolar	raet	NetDimensions	buginsights	WANTED
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		WayUp	OutMatch		Indeed				Exact				Skillsoft	Social Chorus	
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			Outmatch		Veritone				Beeline						

Select Sponsor Activity

HCM Transaction by Subsector (2016 – June 2021 YTD)

Deal Volume	Sourcing	Recruitment Marketing	Assessments	Applicant Tracking	Hiring Tools	Onboarding	Payroll	HRIS	Workforce Management	Contingent Labor	Comp and Benefits	Performance and Succession	Learning	Employee Engagement	Talent Analytics
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	Cielo	HEROR TS2	Riverside	Turn/River	Bain/Scale	T. Rowe Price	Frontier	KKR	intelycare Endeavour	FTV	Think. Guidepost		Apse	Frontier	Primus
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	Rho/Invus	Riverwood	JMI	Battery			Apax	BC Partners	Inovia		Francisco		Horowitz	Sequoia	Troy Carter
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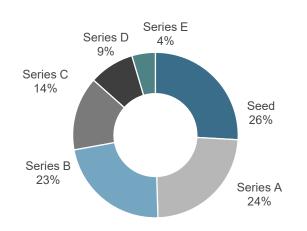
HCM Actively Drawing Growth Equity

Interest continues to be high from growth equity investors in the HCM market, with larger checks being put to work in more mature companies

HCM Growth Equity Summary (2016 – June 2021 YTD)



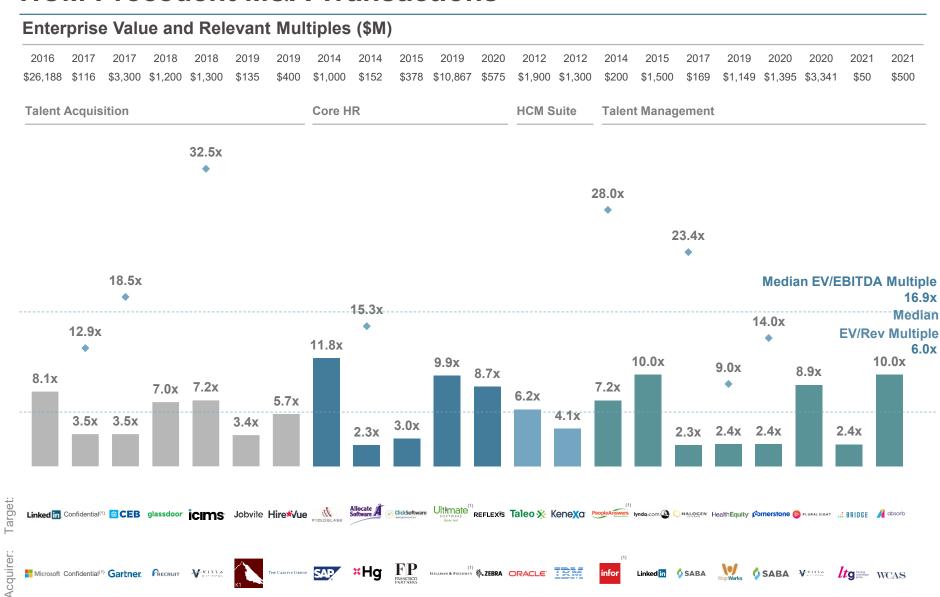
HCM Growth Equity Volume (2016 – June 2021 YTD)



Select Recent Growth Equity Transactions

Date	Target	Lead Investor(s)	Subsector	\$M
06/2021	gloat	Accel	Hiring Tools	\$57
06/2021	i Beamery	ACCENTURE ONTARIO TEACHERS' PENSION PLAN	Recruitment Marketing	\$138
06/2021	♂ eightfold.ai	SoftBank	Hiring Tools	\$220
06/2021	el∞mi	Great Hill	Performance and Succession	\$55
06/2021	Poca	40 north ventures	Learning	\$25
06/2021	GUILD	COWBOY VENTURES	Learning	\$150
06/2021	∦ malt	Goldman eurazeo	Sourcing	\$97
06/2021	>ISIEI'	Goldman Suchs	Workforce Management	\$125
06/2021	🤗 Pequity	NORWEST VENTURE PARTNERS	Compensation and Benefits	\$16
06/2021	O yster	///\\ stripes	Sourcing	\$50
06/2021	ChartHôp	ANDREESSEN Horowitz	Workforce Management	\$35
05/2021	B blind	MS	Employee Engagement	\$37
05/2021	⊞ L E G I O N	// //\ stripes	Employee Engagement	\$50
05/2021	workrise workrise	BAILLIE GIFFORD	Workforce Management	\$300
05/2021	😚 degreed.	RIVERWOOD S CAPITAL	Learning	\$183
05/2021	Collective Health	HCSC Hallit Care Service Corporation	Compensation and Benefits	\$280
05/2021	Utmost⁰	४ Mosaic Ventures	Employee Engagement	\$21
05/2021	i i Handshake	SPARK CAPITAL	Sourcing	\$80
05/2021	▶ WorkBoard	SoftBank Investment Advisere	Workforce Management	\$75
05/2021	Unmind	EQT VIENTURIES	Employee Engagement	\$47
05/2021	HR Path.	SOCIETE GENERALE	Workforce Management	\$136

HCM Precedent M&A Transactions

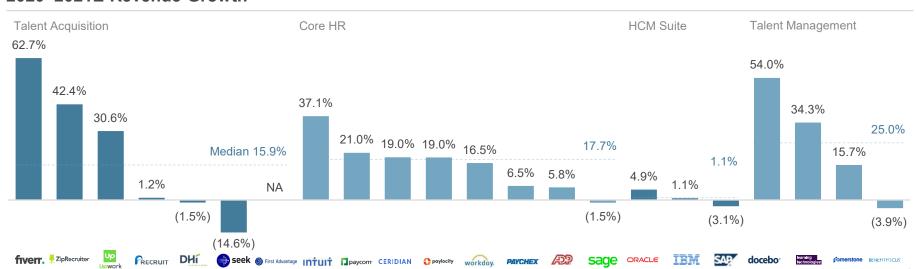


Comparable Public Company Benchmarking

EV/2021E Revenue Multiple

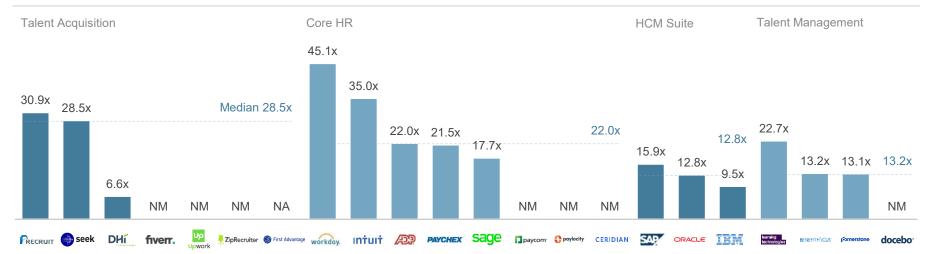


2020-2021E Revenue Growth

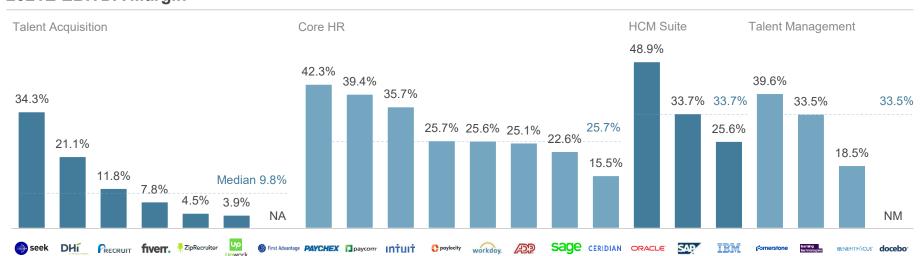


Comparable Public Company Benchmarking (cont.)

EV/2021E EBITDA Multiple



2021E EBITDA Margin



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2.	Houlihan Lokey Firm Overview	15

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

Corporate Finance

	0 M&A Advisory Rankings Transactions Under \$1 Billion	
	Advisor	Deals
1	Houlihan Lokey	206
2	Piper Sandler & Co	110
3	Goldman Sachs & Co	106
4	Jefferies LLC	104
5	Evercore Partners	93
Sour	ce: Refinitiv (formerly known as Thomson Reuters)	

No. 1 U.S. M&A Advisor

Top 5 Global M&A Advisor

Leading Capital Markets Advisor

Financial Restructuring

	2020 Global Distressed Debt & Bankruptcy Restructuring Rankings					
	Advisor	Deals				
1	Houlihan Lokey	106				
2	PJT Partners Inc	63				
3	Lazard	50				
4	Rothschild & Co	46				
5	Moelis & Co	39				
Sourc	e: Refinitiv (formerly known as Thomson Reuters)					

No. 1 Global Investment Banking Restructuring Advisor

1,400+ Transactions Completed Valued at More Than \$3.0 Trillion Collectively

Financial and Valuation Advisory

	01 to 2020 Global M&A Fairness visory Rankings	
	Advisor	Deals
1	Houlihan Lokey	956
2	JP Morgan	876
3	Duff & Phelps	802
4	Morgan Stanley	599
5	BofA Securities Inc	542
	nitiv (formerly known as Thomson Reuters). Announced ompleted transactions.	

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

1,000+ Annual Valuation Engagements

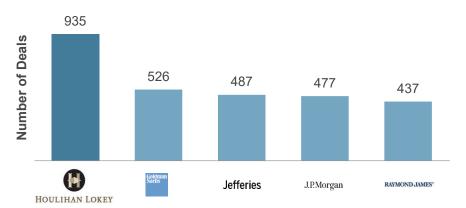
Leading M&A Advisory Firm With Global Reach

- 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 23 total locations worldwide
- One unified team with a shared bonus pool that incentivizes bankers for global coordination
- Global reach and local country presence required to access cross-border buyers and extract outlier valuations

Atlanta	Miami	Amsterdam Madrid	Be	eijing	Sydney
Boston	Minneapolis	Dubai Milan	Н	ong Kong	Tokyo
Chicago	New York	Frankfurt Paris	Si	ngapore	
Dallas Houston ∟os Angeles	San Francisco Washington, D.C.	London	HLI		

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 Under \$1 Billion

	20 M&A Advisory Rankings 5. Transactions Under \$1 Billion	
	Advisor	Deals
1	Houlihan Lokey	206
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4	Jefferies LLC	104
5	Evercore Partners	93
Sour	ce: Refinitiv (formerly known as Thomson Reuters)	

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)			

Leading Financial Sponsors Coverage

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

Broadest and Deepest Financial Sponsor Group

- Houlihan Lokey has approximately 20 senior officers dedicated to the sponsor community in North America and Europe
- Coverage of 1,000+ private equity firms, 250+ hedge funds/alternative asset managers, and 150+ family offices
- Organized geographically to ensure client coverage proximity

High-Quality Relationships

- Worked on more than 1,000 sponsor-related engagements in 2020 alone
- Sold more than 450 companies to financial sponsors over the last 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















WARBURG PINCUS

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

Strong Network of Senior Sponsor Coverage Officers





Los
Angeles

John Mavredakis Senior Managing Director

Head of Alternative Capital

Kevin Stephens Managing Director

London

Johnny Colville Managing Director

Ann Sharkey Managing Director

Leon Gillespie Managing Director

Christian Keller

Managing Director

New York

Alex Lebenthal Senior Advisor

Mark Goldman

Managing Director

Kevin SalminiManaging Director
Head of Private Equity

Justin Abelow Managing Director Michael Repka Managing Director

Patrick Collins Managing Director Rachel Schaller Director

Thomas Dippel
Managing Director

George Mavredakis Vice President

Milan

Frankfurt

Andrea Mainetti Managing Director

Chicago

Jeff Stern Managing Director

Wash., D.C. David Roberts
Managing Director

San Francisco

Andrew Morrow Managing Director

Leading Technology, Media, and Telecom (TMT) Advisory Team

Expertise and

Capabilities

VR/AR

Distribution

HRIS

Market Leader in TMT With Broad Sector Coverage

Expertise and

Public Cloud

Private Cloud

Hybrid Cloud

Data Centers

Co-Location

CRM

Ad Tech

Music Tech

Data Infrastructure

Enterprise Analytics

Data Sources and

Data Resources

Food Tech

On-Demand Services

Creative Participation

Customer Engagement **

Marketing Automation

Capabilities

AWS/Azure/Cloud

Hosting

Broadcast

Technology/

Media Services

Marketing

Automation

Consumer Internet

Services

Data Analytics/

Intelligence

- Houlihan Lokev has executed more TMT transactions under \$5.0 billion over the past three years than any other firm
- Our market dominance in transaction success maintains constant touchpoints with key decision-makers for both strategic counterparties and private equity sponsors, ensuring the most recent and relevant buver insights for our clients

Key Relationships

RENCOMPASS

BOOKING

IBM

Microsoft

SSAS

♦ + a b l e a u

Microsoft A Adobe

CITRIX GOOGLE MEDALLIA

MDCXPartners

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VIAD

Out-of-Home

Entertainment/

Digital Signage

Digital Publishing/

Video

Film/TV/Music/

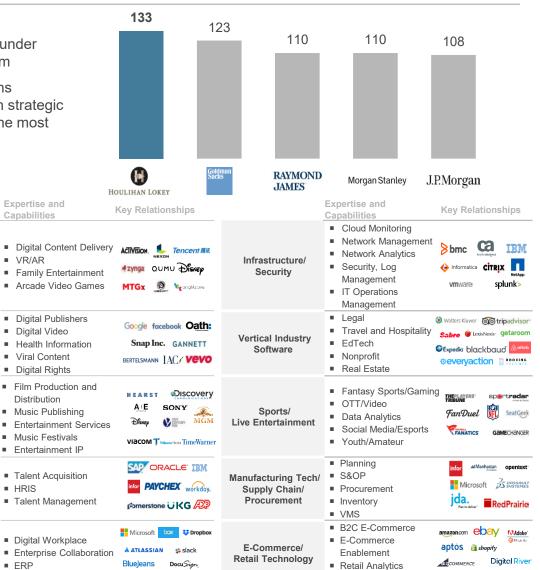
Entertainment

Human Capital

Management

Enterprise Workflow/

Content Management



Domain Expertise: HCM Technology and Tech-Enabled Services

HCM Software

HCM Tech-Enabled Services



Deep Relationships Across HCM Software and Tech-Enabled Services



*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.

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 analyze, structure, negotiate, and execute the best possible solutions from both strategic and financial perspectives

What We Offer **Corporate Finance Mergers and Acquisitions Capital Markets Private Funds Advisory Board Advisory Services Financial Restructuring Company Advisory Distressed M&A Liability Management Creditor Advisory 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 mid-cap 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 1,400 restructuring transactions (with aggregate debt claims in excess of \$3.0 trillion). We served as an advisor in 12 of the largest 15 bankruptcies from 2000 to 2020.

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 help inspire confidence in financial executives, boards of directors, special committees, investors, and business owners we serve.

Why We Are 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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