

Year to Date Market Update

May 2021



JEGI
CLARITY

» Key Takeaways

1

Total equity market value up by 3% since January 2021



The Media, Marketing, Information & Technology public equity markets continue to perform well, with total market value up by 3% since January 2021, albeit against a broader market backdrop which has seen other benchmark indices up by 7 – 12% over the same period

2

2021 revenue growth of 17% across all sectors



2021 forecast revenue growth remains robust across all sectors at 17% vs. 2020, led by +27% growth across eCommerce and digital media, and in particular verticalized e-commercial and social media

3

2021 EBITDA growth of 18% across all sectors



Strong outlook for 2021 EBITDA, with virtually every sector expecting double digit growth vs. 2020, other than for specific sub-sectors which continue to experience fall-out from Covid-19 (e.g. Events)

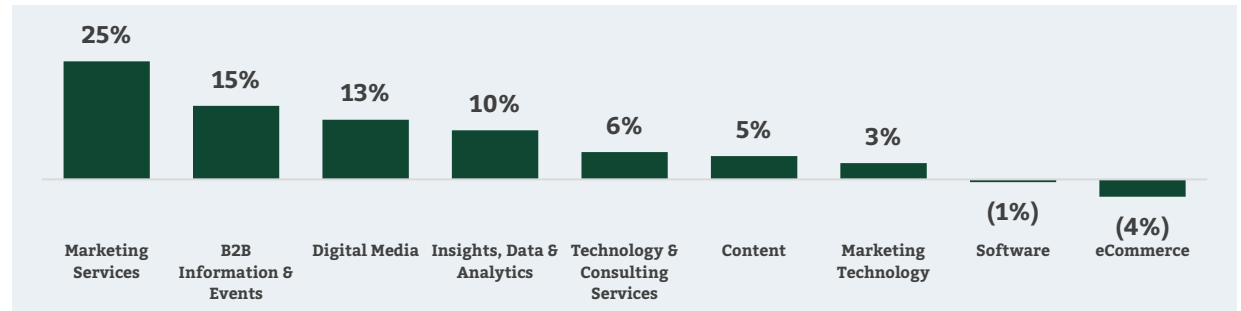
Valuation environment remains robust with the Media, Marketing, Information & Technology markets having increased by 3% (\$420bn) since the start of 2021. This is underpinned by strong forecast 2021 revenue growth across all sectors, with an average of 17% across the market, representing total incremental revenue across the market of nearly \$450bn

» Media, Information & Technology: Public Market Perspectives

Market Capitalization

From 01 Jan 2021 – 12 May 2021

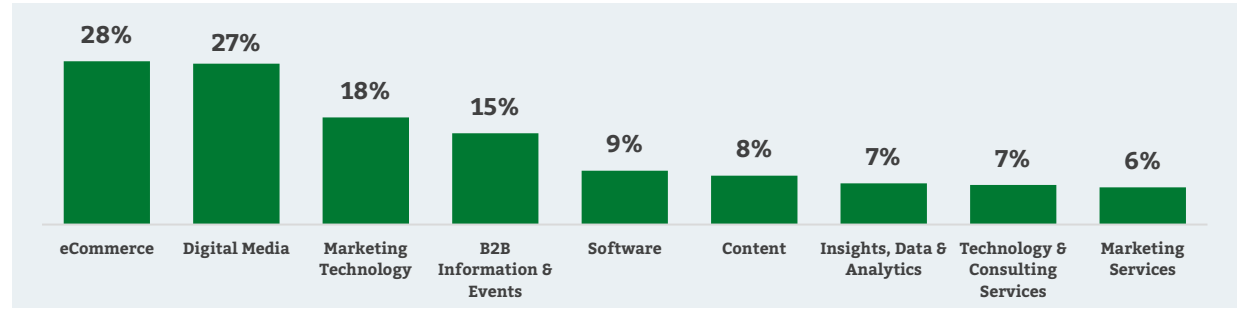
The total equity market value of the Media, Information & Technology sectors since the start of the year has grown by 3% YTD 2021



FY21 Revenue Growth

Current FY21 Forecast vs FY20

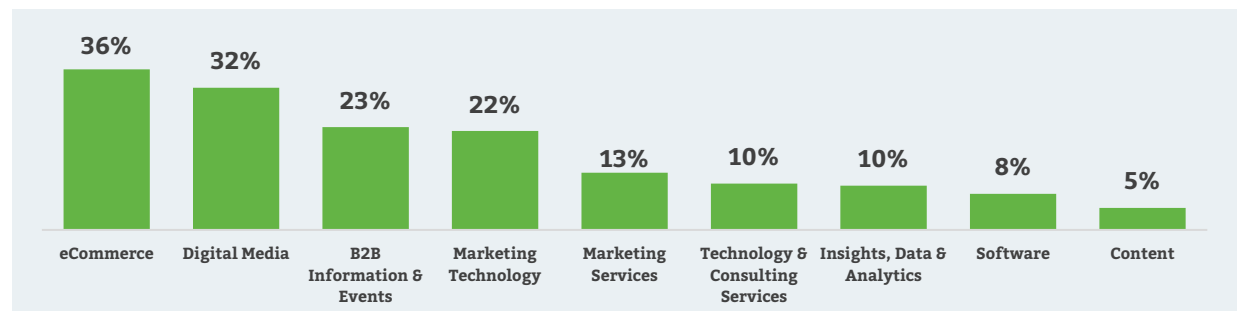
Current market forecasts show that FY21 revenue growth across the Media, Information & Technology sectors is expected to be 17%



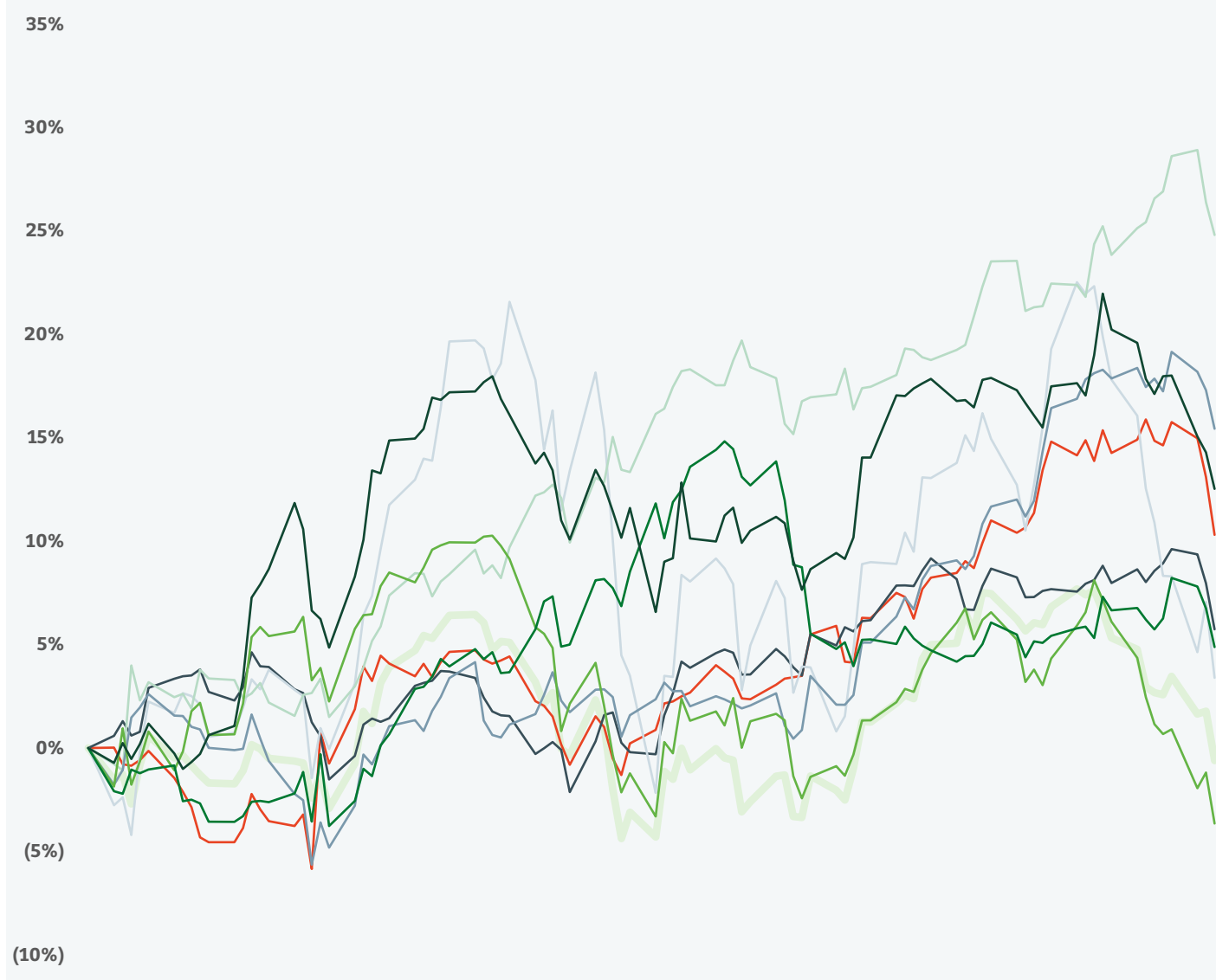
FY21 EBITDA Growth

Current FY21 Forecast vs FY20

Current market forecasts show that FY21 EBITDA growth across the Media, Information & Technology sectors is expected to be 18%



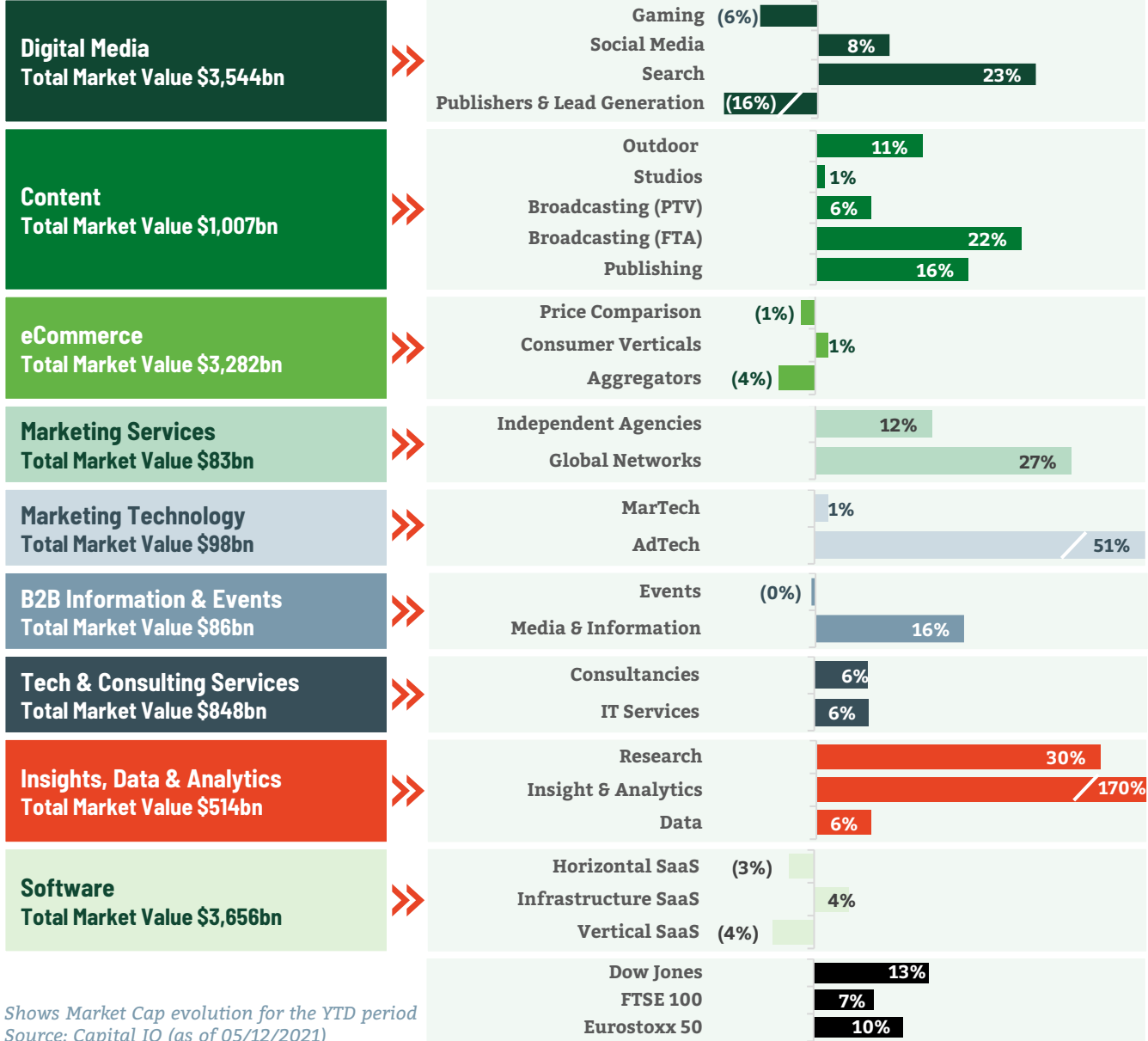
» The total market value of the Media, Marketing, Information and Technology Sectors has increased by 3% since Jan 2021



Marketing Services Index Value \$83bn	↑ 25%
B2B Information & Events Index Value \$86bn	↑ 15%
Digital Media Index Value \$3,544bn	↑ 13%
Insights, Data & Analytics Index Value \$513bn	↑ 10%
Tech & Consulting Services Index Value \$848bn	↑ 6%
Content Index Value \$1,006bn	↑ 5%
Marketing Technology Index Value \$98bn	↑ 3%
Software Index Value \$3,655bn	↓ 1%
eCommerce Index Value \$3,281bn	↓ 4%

Shows Market Cap evolution for the YTD period
Source: Capital IQ (as of 05/12/2021)

Following strong growth in 2020, eCommerce and Software have both seen a slight contraction in TMV



The total equity market value of the Media, Marketing, Information & Technology sectors has grown by 3% since 31 January 2021.

The main drags on TMV growth through 2021 YTD have been eCommerce and Software. While the growth outlook for these sectors remains positive, both sectors previously saw an exceptionally strong H2 2020, with TMV growth of 30% and 19% respectively.

The best performing sector was Marketing Services with TMV growth of 13% with both Global Networks and Independent Agencies benefiting from both a revenue bounce-back post-Covid and exposure to the broader digital transformation agenda.

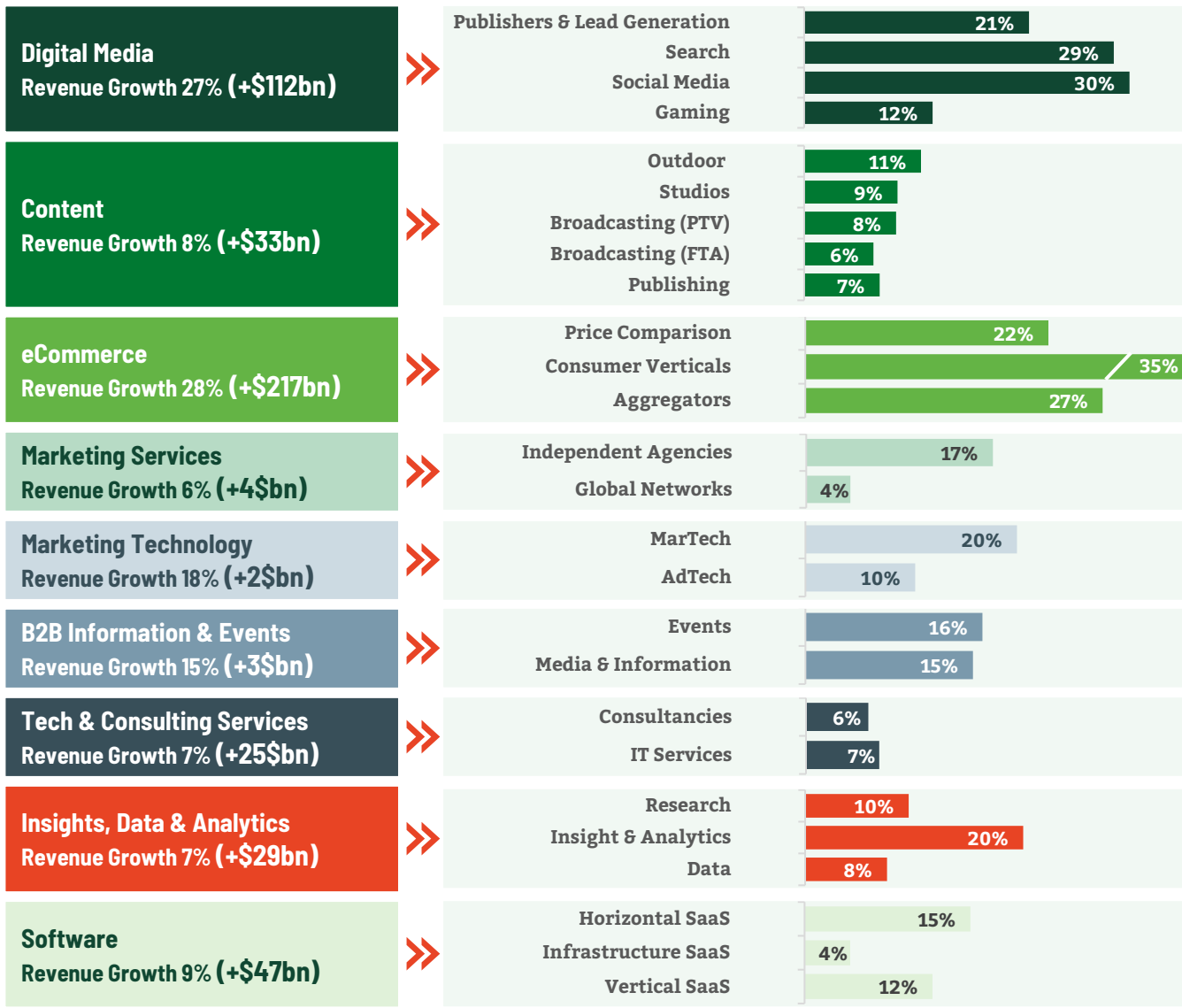
Investor demand for businesses exposed digital transformation solutions and best-in-class CX is similarly reflected in TMV growth in both Tech & Consulting Services (up 6%) and Insights (up 10%).

The Digital Media sector also continues to benefit from powerful tailwinds, including strong and growing demand for digital engagement. It has continued to outperform, up 13% (\$3,544bn of TMV) over the period, led by companies such as Facebook, Snap and Google.

While the Event sub-sector continues to be penalized by the slow return of in-person engagement, the B2B Information & Events sector, driven by Media & Information, is up 15% over the period (\$86bn).

Shows Market Cap evolution for the YTD period
Source: Capital IQ (as of 05/12/2021)

» Forecast 2021 revenue growth of +10% for many sectors...



Current market forecasts show robust 2021 revenue growth across virtually all sectors, driven by powerful tailwinds across many sub-sectors and a “bounce-back” in revenues in those sectors most severely affected in 2020.

Total revenue growth from 2020 to 2021 is forecast at c.17%, representing an aggregate increase in revenues across all sectors of close to \$450bn, with double-digit percentage growth expected across many sub-sectors.

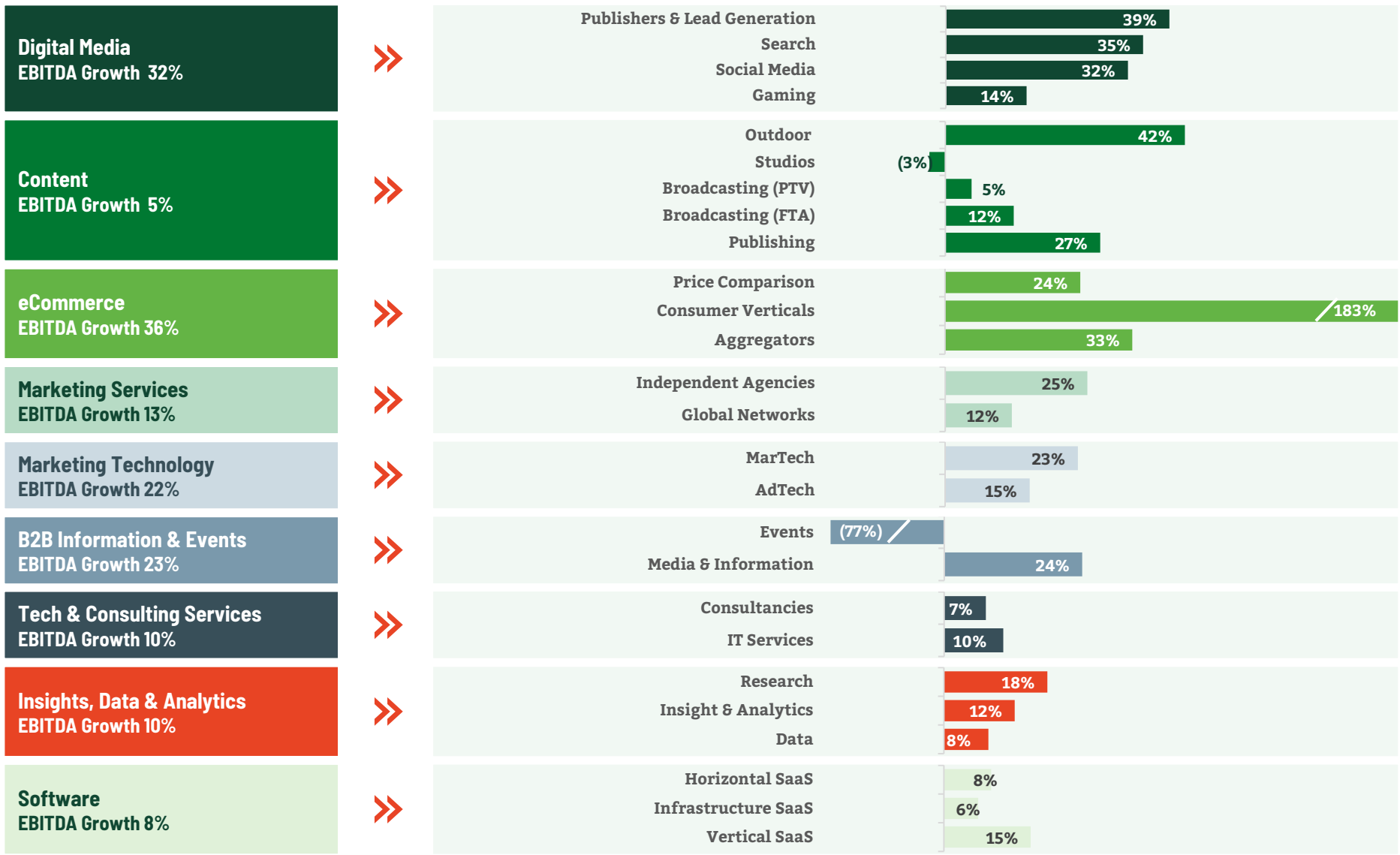
The strongest revenue growth of 28% is expected for eCommerce, showing a limited correlation with the change in TMV. The sector growth is underpinned by underlying growth of 27% at Marketplaces & Aggregators (including Amazon and Shopify). Equally, many vertically focused e-commerce providers have directly benefited from sector specific rebound in consumer spending in certain verticals (e.g. Expedia and Haku in travel).

Digital Media is forecast to be the second highest performer with growth of 27%, with Search and Social Media being the key drivers as both audiences and advertising dollars drive growth in the sector.

Other sectors which have been less impacted in 2020, such as Tech & Consulting Services, and Software, are forecast to grow by 7% and 9% respectively.

Shows forecasted revenue growth FY20-FY21
Source: Capital IQ (as of 05/12/2021)

»...driving double-digit EBITDA growth for 2021



Shows forecasted EBITDA growth FY20-FY21
Source: Capital IQ (as of 05/12/2021)

» Summary valuation multiples

		EV/ REVENUE FY21	EV/ EBITDA FY21
Digital Media	Publishers & Lead Generation	4.2x	14.6x
	Search	2.8x	11.2x
	Social Media	8.0x	22.0x
	Gaming	4.4x	14.7x
Content	Outdoor	3.8x	18.8x
	Studios	1.9x	10.5x
	Broadcasting (PTV)	2.8x	9.0x
	Broadcasting (FTA)	4.4x	14.9x
	Publishing	1.6x	9.2x
eCommerce	Price Comparison	1.9x	13.5x
	Consumer Verticals	3.8x	22.4x
	Aggregators	3.3x	15.4x
Marketing Services	Independent Agencies	1.2x	10.0x
	Global Networks	1.5x	8.4x
Marketing Technology	MarTech	7.1x	17.2x
	AdTech	2.2x	10.1x
B2B Information & Events	Events	NM	NM
	Media & Information	2.8x	12.6x
Tech & Consulting Services	Consultancies	1.3x	13.0x
	IT Services	2.2x	11.1x
Insights, Data & Analytics	Research	4.5x	18.0x
	Insight & Analytics	5.3x	14.9x
	Data	7.7x	20.9x
Software	Horizontal SaaS	10.5x	20.5x
	Infrastructure SaaS	5.3x	14.9x
	Vertical SaaS	6.4x	16.5x

Source: Capital IQ (as of 05/12/2021)

JEGI CLARITY - Unparalleled expertise across the media, information and technology sectors

HAS INVESTED IN

Comms Agency

HAS BEEN SOLD TO

Content Delivery Platform

HAS BEEN SOLD TO

Esports Agency

HAS INVESTED IN

Digital Transformation

HAS BEEN SOLD TO

50

A PORTFOLIO COMPANY OF

Morgan Stanley CAPITAL PARTNERS

B2B Information

HAS BEEN SOLD TO

Performance Marketing

HAS BEEN SOLD TO

A SUBSIDIARY OF

Digital Content

HAS BEEN SOLD TO

Digital Agency

HAS SOLD

TO

A PORTFOLIO COMPANY OF

B2B Content Syndication

A SUBSIDIARY OF

HAS BEEN SOLD TO

B2B Media

HAS BEEN SOLD TO

A PORTFOLIO COMPANY OF

B2B Events

A DIVISION OF

HAS BEEN SOLD TO

Digital Content

A PORTFOLIO COMPANY OF

HAS BEEN SOLD TO

Content Production

HAS ACQUIRED

Content Monetization

HAS BEEN SOLD TO

A PORTFOLIO COMPANY OF

CX Software

HAS BEEN SOLD TO

A PORTFOLIO COMPANY OF

Alternative Legal Service Provider

HAS SOLD ITS

MYSTERY SHOPPING BUSINESS

TO

CX Research

A PORTFOLIO COMPANY OF

HAS BEEN SOLD TO

Digital Agency

A PORTFOLIO COMPANY OF

HAS BEEN SOLD TO

Executive Network Platform

HAS ACQUIRED

Sales Consulting

A PORTFOLIO COMPANY OF

HAS BEEN SOLD TO

Specialty Events Products