

# » Global Digital Services Market

## The Investment Opportunity

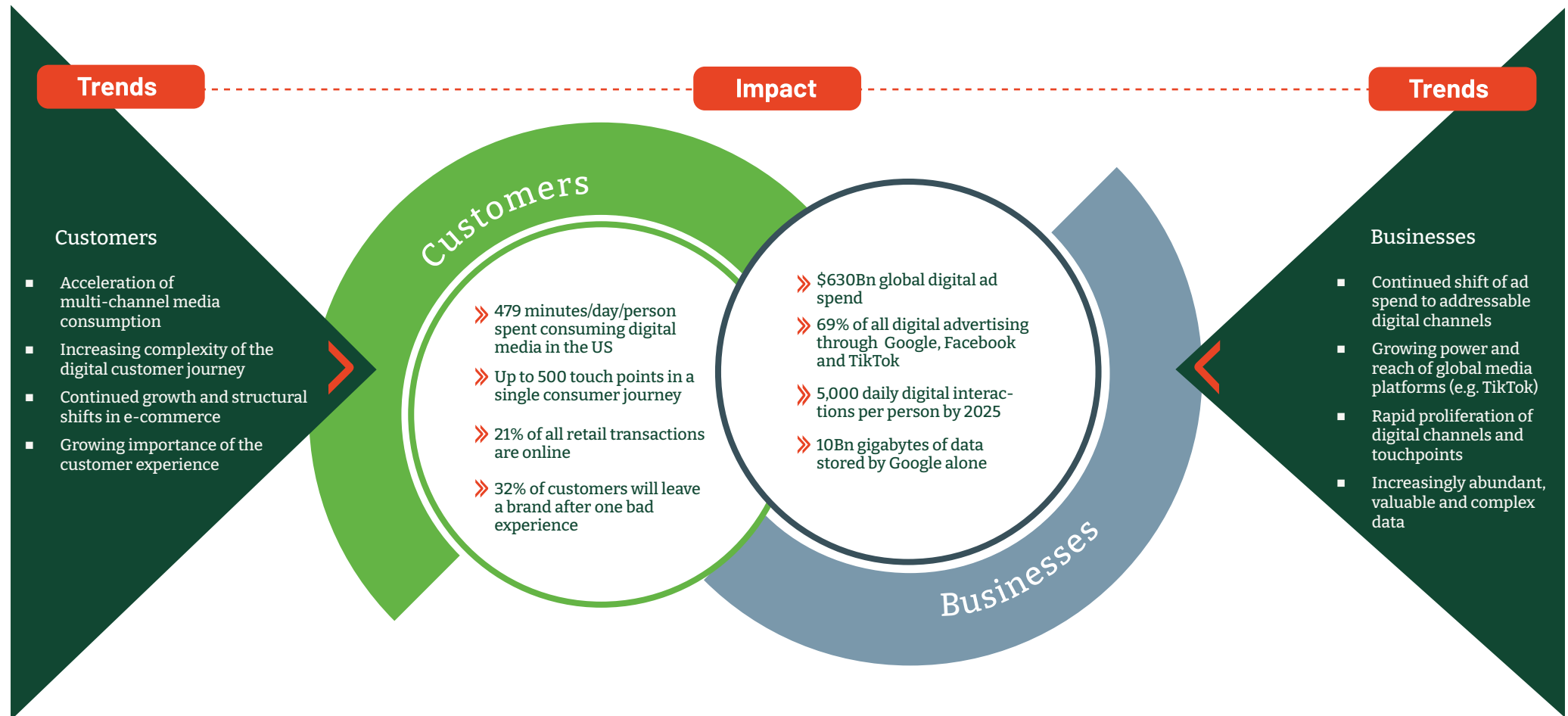
May 2023



# » Digitalization has transformed the ecosystem...

There is growing demand for end-to-end solutions combining content, tech and data

Powerful tailwinds are driving growing structural demand in the digital services ecosystem as companies and brands redefine and enhance their online proposition



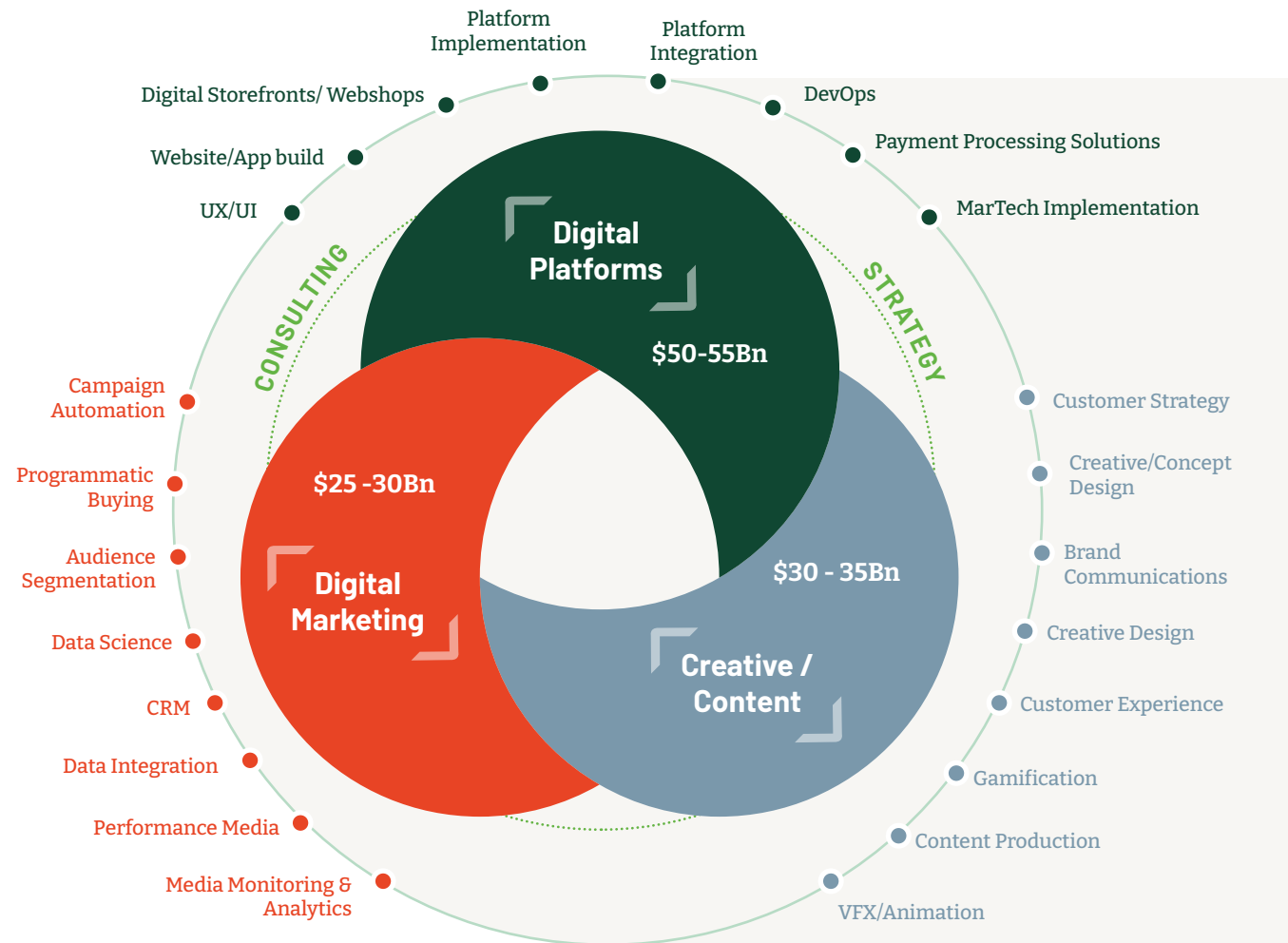
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\*Sources : PWC, Zenith Media, Forbes, Google, Internet Retailing

# » ...creating a +\$100Bn\* market opportunity

Integrated solutions are increasingly critical to accessing market opportunity



## DIGITAL PLATFORMS

**Experience:** UX apps, IoT and campaigns to experience and interact with brands, products and services

**Commerce:** Building ability to sell on every digital device through owned commerce platforms and marketplaces

**Products:** Digital products and services on all devices

## CREATIVE CONTENT

**Brand & Strategy:** Define, position and design the brands

**Advertising:** Creative, content, experiences and influencers for all media channels

**Content:** Online and offline execution

## DIGITAL MARKETING

**Media:** Digital marketing and performance media delivering the right message to the right person at the right time

**Data:** Tailoring the marketing message to reach a new level of personalized communication

**Analytics:** Data science and AI/ML/NLP capabilities to drive meaning from data

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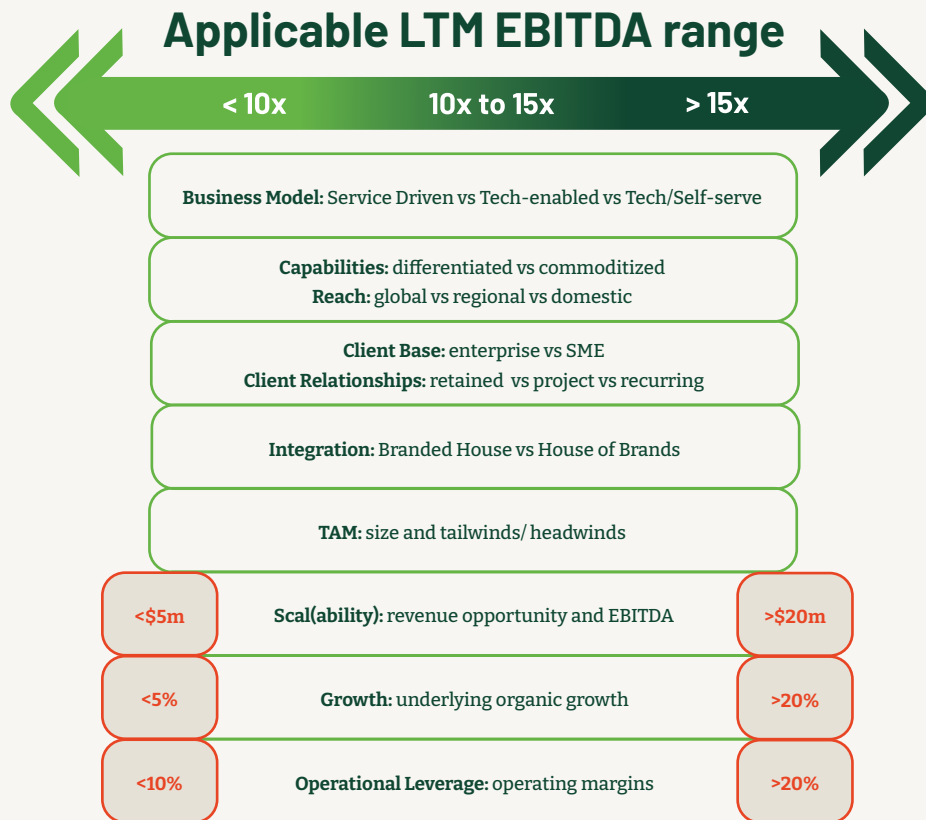
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\* UK and US only - OC&C

# » Valuation and M&A activity

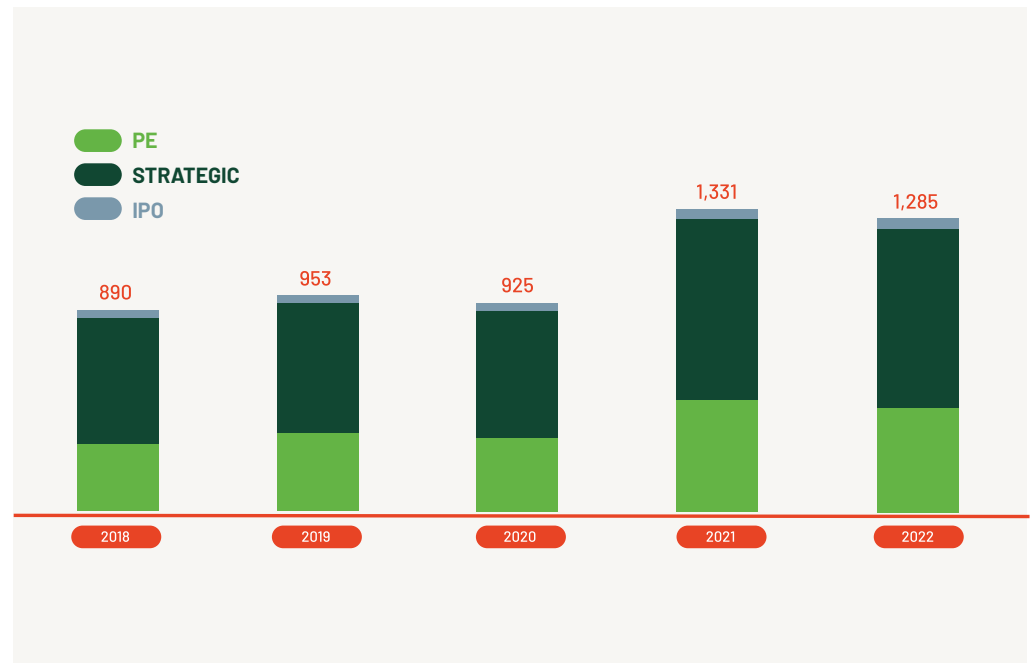
Strong and consistent investment across the sector

## Valuation



## M&A Activity

There is a consistent and significant volume of deals across the sub-sectors, with both trade and private equity interest.



# 1,285

transactions closed in  
2022 across the sector\*

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\*PitchBook Data

# » Private equity backed platforms to watch



# » JEGI CLARITY Success stories

Some examples demonstrate Private Equity success stories to date.

The logo for DEPT, consisting of the word "DEPT" in a bold, black, sans-serif font.

Netherlands-based digital consultancy delivering end-to-end digital experiences for brands worldwide

One of the first groups to build an offering focused on integrating Creativity, Technology and Data

JEGI CLARITY advised on sale to Carlyle Group, generating a 10X return for Waterland Private Equity

The logo for teamitg, featuring the word "team" in a grey sans-serif font and "itg" in an orange sans-serif font.

UK-based technology-led, multichannel marketing activation business

Uses proprietary SaaS product and related services to provide strategy, creative production and performance marketing

Employs~1,000 people across 6 offices in 4 countries

JEGI CLARITY acted for Bridgepoint Capital on their investment into Team ITG

The logo for MIQ, featuring the letters "MIQ" in a stylized font. The "M" is pink, the "I" is orange, and the "Q" is orange with a small orange arrow pointing to the right.

US-based programmatic advertising company activating data into high-performance campaigns

Employs~1,100 people across 30 offices in 10 active markets

JEGI CLARITY acted for Bridgepoint on their investment into MIQ

Netherlands-based Media Monks is a leading independent creative digital production company with global operations

JEGI CLARITY advised on sale to S4 Capital generating a 10X return for Bencis Capital

The logo for MEDIA MONKS, featuring the words "MEDIA" and "MONKS" in a white, bold, sans-serif font on a black background.



# » About JEGI CLARITY

JEGI CLARITY is a pre-eminent M&A advisory firm for the global media, marketing, information and technology industries

As the definitive independent M&A advisor in our sectors, we are recognized for our deep domain expertise, market insights, global reach, and extensive transaction experience.

With over 35 years and more than 800 transactions completed, we advise Founders, Investors and Global Corporations with a range of services including Buyside and Sellside M&A advisory, recapitalizations and divestitures, as well as debt advisory solutions.



Digital Media and Content



B2B Information and Events



Marketing Services and Technology



Technology and Consulting Services



Insights, Data and Analytics



Software

**We offer a seamless service across continents. One team with one objective; achieving for our clients.**

**Global Digital Services Market**

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## DEPT

"JEGI CLARITY came to us highly recommended and helped navigate what, at times, was a complex process using their experience to deliver multiple options that ultimately met all stakeholder objectives – ourselves as a leadership team, our 90 shareholding Depsters, as well as our valued investor, Waterland Private Equity.

Put simply, together with the JEGI CLARITY team, we achieved a fantastic result and joined forces with the partner that will help us realized our #DeptWorldwide global ambitions."

Dimi Albers, CEO - DEPT

# » Contact us

If you would like to discuss a more detailed overview of the industry please contact us.

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