

MEDIA & MARKETING INDUSTRY

Q3 2020 :: Mergers and Acquisitions Trend Report

Q3 2020 KEY HIGHLIGHTS

- Four of the industry's top five largest transactions year-to-date occurred in Q3 2020.
- Two of these four deals occurred in the Internet Media segment: Adevinta's announced acquisition of eBay Classifieds Group for \$9.2 billion; and Blackstone Group's announced acquisition of Ancestry.com for \$4.7 billion.
- There were 125 financially sponsored transactions in the 1st 3 Quarters of 2020 with an aggregate value of \$11.5 billion, representing 13 percent of the total volume and 21 percent of the total value, respectively.

Q3 2020 KEY TRENDS

- Total transaction volume in Q3 2020 increased by ten percent over Q2 2020, from 274 to 301.
- Total transaction value in Q3 2020 rose six-fold over Q2 2020, from \$5.0 billion to \$30.8 billion.

MULTIPLES & VALUE TRENDS

- The median revenue multiple from 2019 through the 1st 3 Quarters of 2020 shifted slightly from 2.3x to 2.2x.
- The median EBITDA multiple from 2019 through the 1st 3 Quarters of 2020 gained 36 percent, from 8.3x to 11.3x. This marked a return to its 2018 level.

Top Ten Notable Transactions - 1st 3 Quarters 2020

Deal Date	Target Name	Buyer	Value MM US\$
07/21/20	eBay Classifieds Group	Adevinta ASA	\$9,214
09/21/20	ZeniMax Media, Inc.	Microsoft Corporation	\$7,500
02/25/20	Credit Karma	Intuit, Inc.	\$7,100
08/05/20	Ancestry.com	Blackstone Group LP	\$4,700
09/25/20	ION Media Networks	The E.W. Scripps Company	\$2,650
06/01/20	Peak Games	Zynga, Inc.	\$1,800
01/22/20	Decision Resources Group	Clarivate Analytics	\$950
05/04/20	Moovit	Mobileye	\$900
03/26/20	Ironman	Advance, Inc., Orkila Capital, LLC	\$730
01/23/20	Regulatory DataCorp, Inc.	Moody's Corporation	\$700

2020 Aggregate Transaction Value \$54,668

Top 10 Aggregate Transaction Value \$36,244

Top 10 Aggregate Value as a Percentage of All Transactions 66 %

Figure 3. Lists the top ten transactions for the 1st 3 Quarters of 2020 and calculates their aggregate transaction value as a percentage of the total aggregate transaction value.

Transaction data based on **announced date**.

M&A Market Dynamics By Quarter

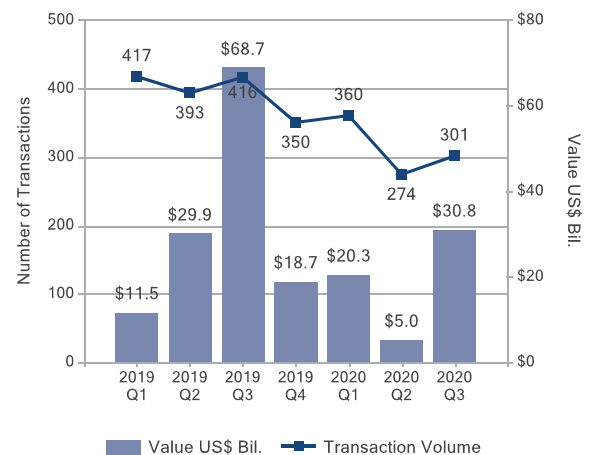


Figure 1. 2019-2020 value and volume comparison.

Median Enterprise Value Multiples

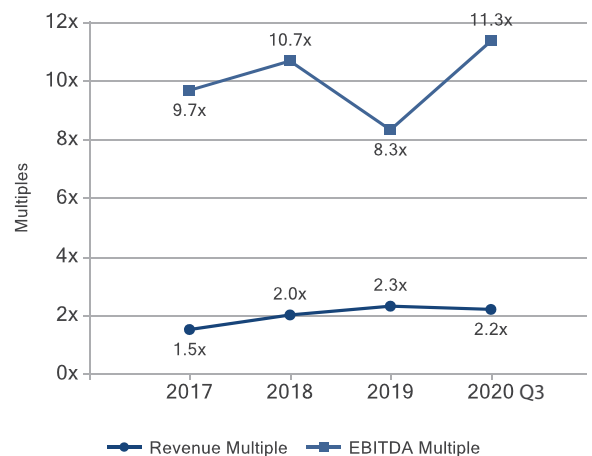


Figure 2. 2017-2020 median revenue and EBITDA comparison through Q3 2020.

TOP TEN DEALS THROUGH Q3 2020

The top ten deals by value have seen four new additions since our half year report. Upon further examination of the top ten list year-to-date, eight of the deals were completed by strategic acquirers and only two took place in Q2 2020.

These four transactions, with an aggregate value of \$24.1 billion, represented 44 percent of transaction value in the 1st 3 Quarters of 2020 and 78 percent of Q3 2020 transaction value.

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All charts in this report are based on data gathered by Berkery Noyes' research department. All time period statistics are based on the transaction announcement date. The information contained herein is of a general nature and is not intended to address the circumstances of any particular company, individual, or entity. There can be no guarantee that such information is accurate.

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RECENT MEDIA & MARKETING TRANSACTIONS

ModalityIQ

HAS ACQUIRED

MLconf
The Machine Learning Conference

Lift&co

AND

mci
Building Community

HAVE ENTERED INTO A STRATEGIC PARTNERSHIP TO OPERATE THE LIFT & CO. EVENTS PORTFOLIO

MedTouch

HAS BEEN ACQUIRED BY

PERFICIENT

VISIONPOINT MARKETING

RECAPITALIZATION WITH

CASCADILY

AND

Capitala

THE KIPLINGER WASHINGTON EDITORS, INC.

Kiplinger

HAS BEEN ACQUIRED BY

Dennis

MULTIPLE OPERATING UNITS OF

PennWell®

A SUBSIDIARY OF

CLARION EVENTS **Blackstone**

HAS BEEN ACQUIRED BY

ENDEAVOR BUSINESS MEDIA **RESOLUTE CAPITAL PARTNERS**

fosina
MARKETING GROUP

HAS BEEN ACQUIRED BY

Digital Media Solutions

A PORTFOLIO COMPANY OF

CLAIRVEST

BARRON'S

HAS DIVESTED CERTAIN ASSETS TO

KAPLAN

Aries
Publishers

HAS BEEN ACQUIRED BY

ELSEVIER

A SUBSIDIARY OF

RELX Group

EMERALD EXPOSITIONS

HAS ACQUIRED

TOTAL TECH SURVIVAL

CEPro **Commercial INTEGRATOR** **SECURITY SALES & INTEGRATION**

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