



ONLINE & MOBILE INDUSTRY

FULL YEAR 2020 :: Mergers and Acquisitions Trend Report

2020 KEY HIGHLIGHTS

- Six of the industry's top ten highest value deals in 2020 occurred in the Finance vertical. These six transactions, with an aggregate value of \$51.65 billion, accounted for about one-fifth of the industry's total value.
- The largest deal in the E-Commerce segment during the year was Adevin's announced acquisition of eBay Classifieds Group for \$9.21 billion.
- There were 653 financially sponsored transactions with an aggregate value of \$87.38 billion, representing 22 percent of the total volume and 35 percent of the total value, respectively.

2020 KEY TRENDS

- Total transaction volume in 2020 declined by four percent over 2019, from 3,101 to 2,964. On a half year basis, M&A activity gained 13 percent in 2nd Half 2020 over 1st Half 2020, from 1,389 to 1,575.
- Total transaction value in 2020 rose by eight percent over 2019, from \$230.47 billion to \$249.66 billion. On a half year basis, M&A value more than doubled in 2nd Half 2020 over 1st Half 2020, from \$78.83 to \$170.83 billion.
- The median revenue multiple from 2019 to 2020 remained constant at 2.7x. The median EBITDA decreased from 14.1x in 2019 to 11.8x in 2020.
- The segment with the largest rise in volume in 2020 over 2019 was SaaS & Cloud, which improved four percent, from 1,024 to 1,063 transactions.

M&A MARKET OVERVIEW

Berkery Noyes tracked 9,091 Online & Mobile transactions between 2018 and 2020, of which 1,643 disclosed financial terms, and calculated the aggregate value to be \$524.88 billion. Based on known transaction values, we project values of 7,448 undisclosed transactions to be \$164.90 billion, totaling \$689.78 billion worth of transactions tracked over the past three years.

Disclosed median enterprise value multiples for all segments combined in this report during the last 36 months were 2.6x revenue and 12.5x EBITDA.

M&A Market Dynamics

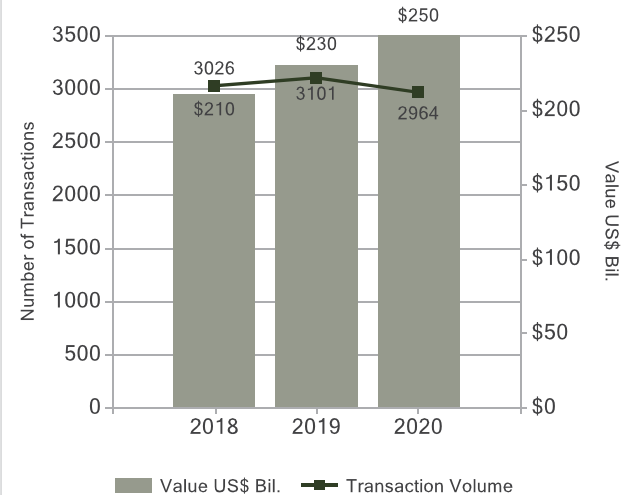


Figure 1. 2018-2020 value and volume comparison.

Median Enterprise Value Multiples

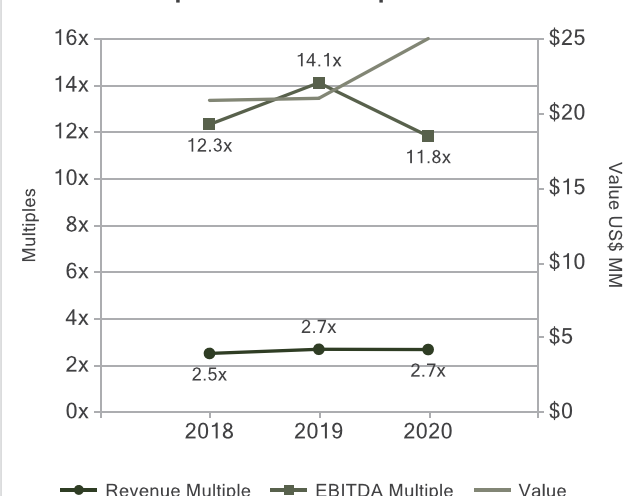
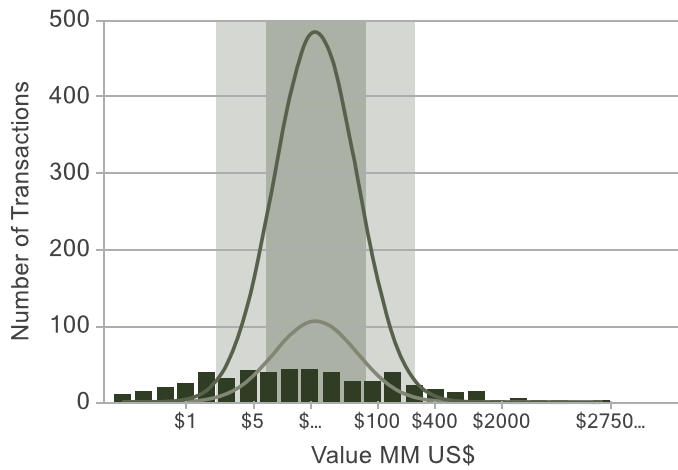


Figure 2. 2018-2020 median value, revenue, EBITDA comparison.

Transaction Analysis :: January 1, 2020 – December 31, 2020

Bell Curve - Histogram



Actual Transactions Known Dist. Projected Dist.

Figure 3. Shows distribution of transactions among Online and Mobile Industry transactions based on publicly available information and Berkery Noyes estimates. Using a logarithmic scale, we determined that nearly one-third of companies purchased had transaction values of \$7.4 million to \$54.6 million. Based on this data, we estimate the total transaction value of deals done in 2020 at \$249.7 billion.

* Indicates largest transaction in the industry from Jan. 1, 2020 to Dec. 31, 2020.

Distribution Table

Value in MM US\$	Known Number	Projected Number	Total Number	%	Cumulative %
\$0.2	10	0	10	2 %	2 %
\$0.4	14	0	14	3 %	5 %
\$0.6	19	1	19	4 %	8 %
\$1.0	25	4	28	5 %	13 %
\$1.6	38	15	53	7 %	20 %
\$2.7	32	50	82	6 %	26 %
\$4.5	41	129	169	8 %	34 %
\$7.4	38	256	294	7 %	41 %
\$12.2	44	398	441	8 %	49 %
\$20.1	44	481	525	8 %	57 %
\$33.1	38	453	490	7 %	64 %
\$54.6	27	332	359	5 %	70 %
\$90.0	28	190	217	5 %	75 %
\$148.4	40	84	124	8 %	82 %
\$244.7	22	29	51	4 %	86 %
\$403.4	18	8	25	3 %	90 %
\$665.1	13	2	14	2 %	92 %
\$1,096.6	16	0	16	3 %	95 %
\$1,808.0	4	0	4	1 %	96 %
\$2,981.0	6	0	6	1 %	97 %
\$4,914.8	4	0	4	1 %	98 %
\$8,103.1	4	0	4	1 %	99 %
\$13,359.7	0	0	0	0 %	99 %
\$22,026.5	1	0	1	0 %	99 %
Total #	532	2432	2964		
Total \$ Value	\$194,051	\$55,610	\$249,661		
Middle 3rd of Industry		Middle 2/3rds of Industry			

Figure 4. Presents the data depicted in the bell curve histogram.

Strategic vs. Financial Comparison

M&A Dynamics By Transaction Type

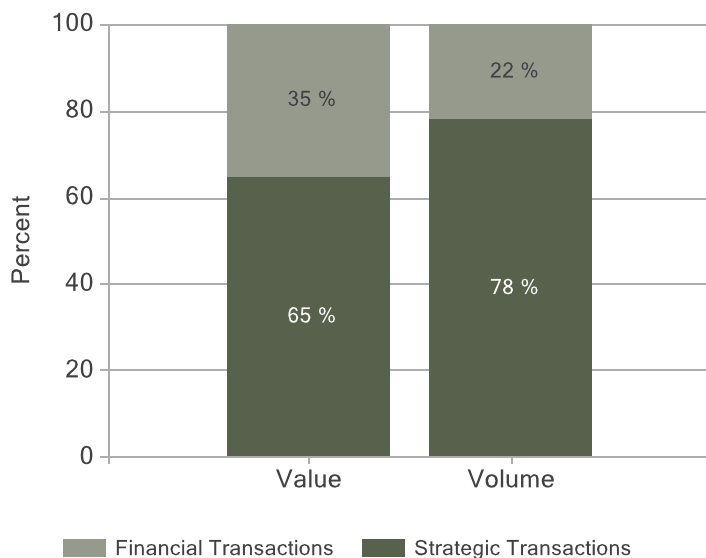


Figure 5. 2020 value and volume comparison by acquirer type.

Note: Financial transactions are those financed by private equity, venture capital, and other investment firms. This includes acquisitions by portfolio companies of the investment firms.

Transaction Type

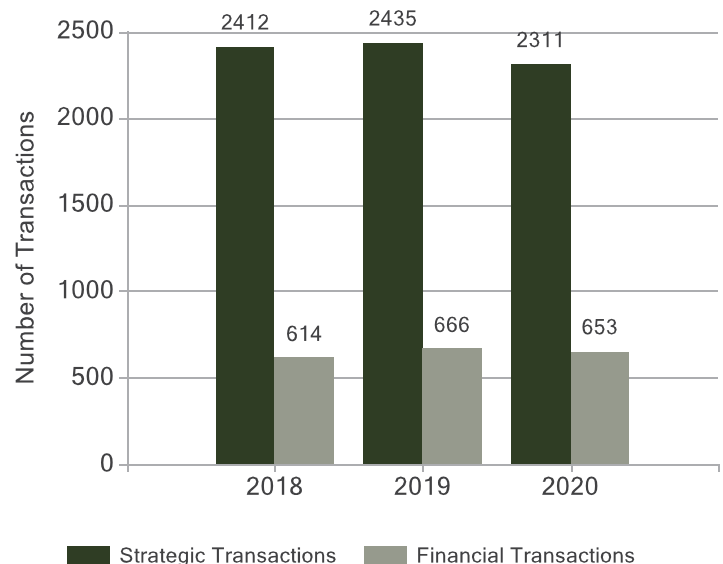


Figure 6. 2018-2020 transaction type comparison.

Purchaser Analysis

Top Ten Notable Transactions 2020

Deal Date	Target Name	Buyer	Value MM US\$
12/01/20	Slack Technologies, Inc.	Salesforce.com, Inc.	\$27,483
02/20/20	E-Trade Financial Corp.	Morgan Stanley	\$13,132
08/06/20	Ellie Mae, Inc.	Intercontinental Exchange	\$11,000
12/21/20	RealPage, Inc.	Thoma Bravo, LLC	\$9,773
07/21/20	eBay Classifieds Group	Adevinta ASA	\$9,214
06/11/20	GrubHub, Inc.	Just Eat Takeaway.com	\$7,428
02/25/20	Credit Karma	Intuit, Inc.	\$7,100
10/05/20	SIA Group	Nexi S.p.A.	\$5,344
01/13/20	Plaid Technologies, Inc.	Visa, Inc.	\$5,300
08/05/20	Ancestry.com	Blackstone Group LP	\$4,700
2020 Aggregate Transaction Value			\$249,661
Top 10 Aggregate Transaction Value			\$100,474
Top 10 Aggregate Value as a Percentage of All Transactions			40 %

Figure 7. Lists the top ten transactions for 2020 and calculates their aggregate transaction value as a percentage of the total aggregate transaction value as shown on Figure 1 & 4.

Note: Transaction data based on **announced date**. Deal value represents total consideration paid by the acquirer.

Median EV/Revenue Multiples By Size

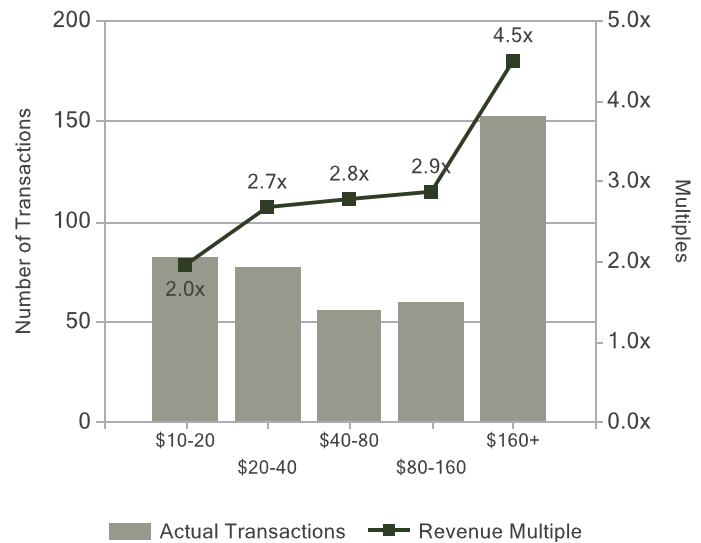


Figure 8. Presents the median enterprise value/revenue multiples paid for companies in the Online and Mobile Industry from Jan. 1, 2018 to Dec. 31, 2020 based on publicly available sales price and revenue data.

Transaction Volume by Segment :: January 1, 2018 – December 31, 2020

Transactions By Market Segment

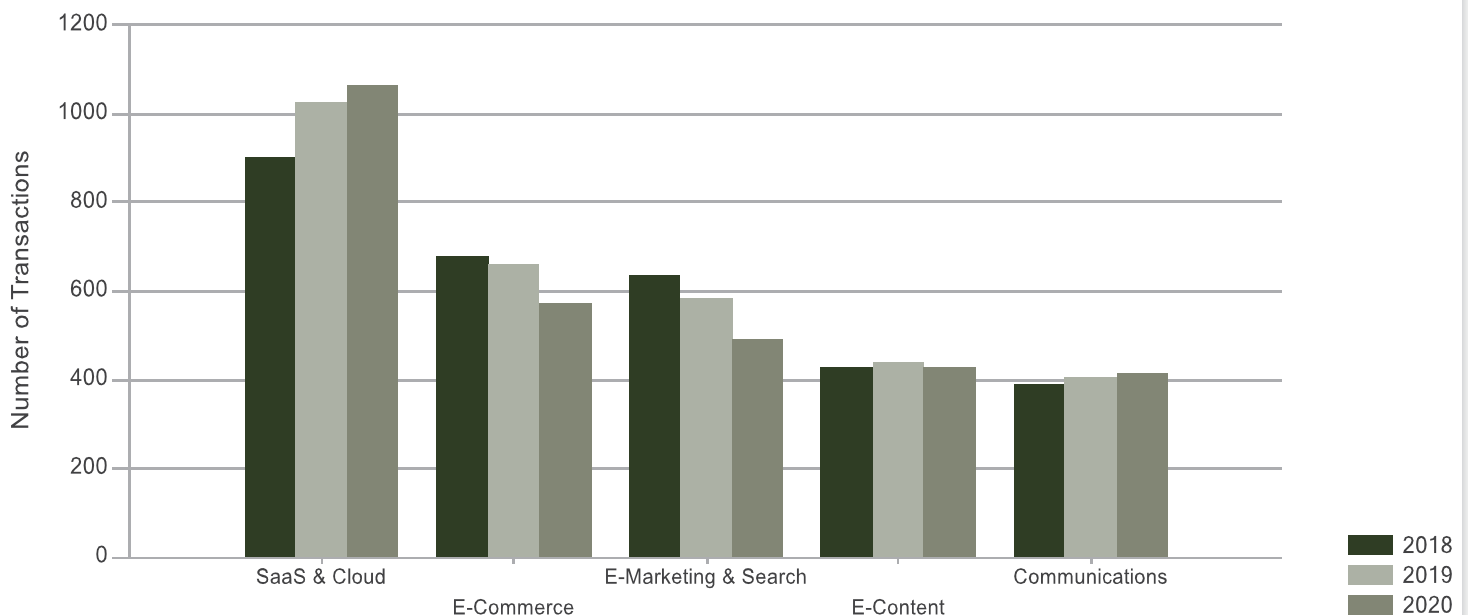


Figure 9. Presents transaction volume by market segment within the Online and Mobile Industry from Jan. 1, 2018 through Dec. 31, 2020.

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RECENT ONLINE & MOBILE TRANSACTIONS

The ChannelPro Network

A DIVISION OF

EHMEDIA

HAS ACQUIRED

TopickZ Inc.

FIND BIOMETRICS

MobileIDWorld

VOXNEST

HAS BEEN ACQUIRED BY

iHeart MEDIA



HighWire

A PORTFOLIO COMPANY OF

AKKR

ACCELERATOR

HAS BEEN ACQUIRED BY

MPS

Lift&co

AND



mci
Building Community

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

UNSILO

HAS BEEN ACQUIRED BY

CACTUS

PHAROS
by WHEREOWARE

HAS BEEN ACQUIRED BY



INTERNATIONAL
MARKET CENTERS

A PORTFOLIO COMPANY OF

Blackstone

MedTouch

HAS BEEN ACQUIRED BY

PERFICIENT

OpenConnect

HAS BEEN ACQUIRED BY

ACTIVEOPS



ARMCO
ACES RISK MANAGEMENT

HAS RECEIVED AN
INVESTMENT FROM



Capital Partners

MEDIMIX International

HAS BEEN ACQUIRED BY

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A PORTFOLIO COMPANY OF

THE CARLYLE GROUP

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