

## INFORMATION INDUSTRY :: The Production and Provision of Content

### Q1 2021 :: Mergers and Acquisitions Trend Report

Transaction volume increased 14 percent over the past three months, from 1,012 to 1,157. After rising 28 percent in Q4 2020, overall value declined 26 percent, from \$128.5 billion to \$95.3 billion. Compared to Q1 2020, volume improved seven percent and value gained 38 percent. M&A activity throughout the last five quarters reached its peak in Q1 2021 whereas value reached its zenith in Q4 2020.

Seven of the Information Industry's top ten largest deals in Q1 2021 were completed by strategic acquirers. These seven transactions, with a combined value of \$30 billion, accounted for almost one-third of the industry's aggregate value year-to-date.

The median revenue multiple during the past quarter moved upwards from 2.8x to 3.0x, while the median EBITDA multiple fell from 13.0x to 8.9x. Disclosed median enterprise value multiples throughout the last five quarters were 2.7x revenue and 11.4x EBITDA.

The Information Industry's three broad-based horizontal markets saw notable increases in volume on a quarterly basis.

Regarding the Software horizontal, deal activity underwent a 19 percent gain. M&A in the Business Software segment, which consists of software designed for general business practices and not specific industry markets, increased 33 percent from Q4 2020 to Q1 2021.

In terms of the Online & Mobile horizontal, the number of deals rose 15 percent. Deal flow in the E-Marketing & Search segment increased 50 percent from Q4 2020 to Q1 2021.

As for the Media & Marketing horizontal, M&A activity improved 13 percent. Transaction volume in the Entertainment segment gained 29 percent from Q4 2020 to Q1 2021.

#### M&A Market Dynamics By Quarter

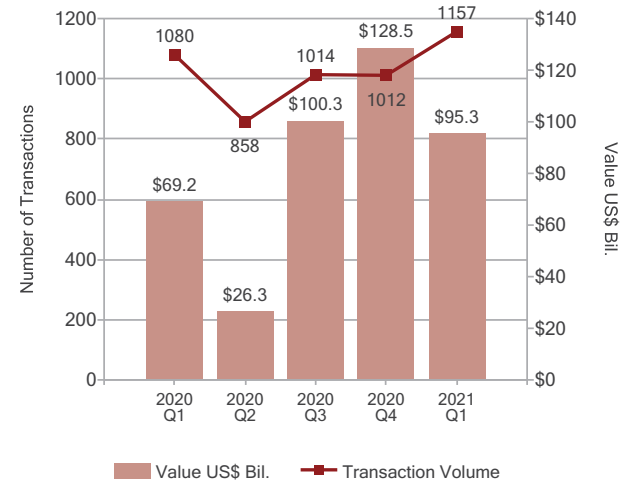


Figure 1. 2020-2021 value and volume comparison by quarter.

#### Median Enterprise Value Multiples By Quarter

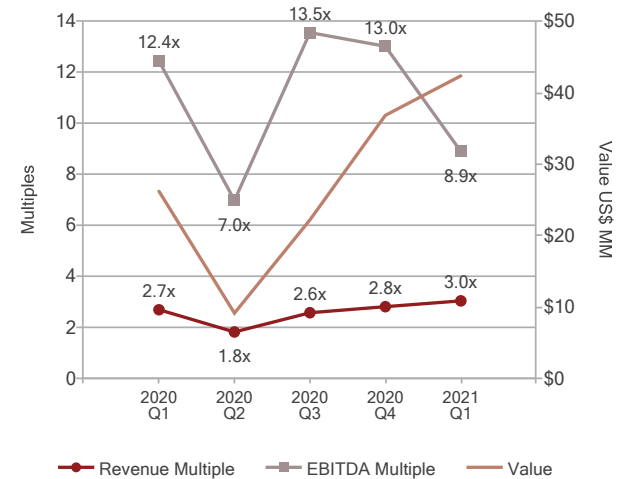


Figure 2. 2020-2021 median value, revenue, EBITDA comparison.

#### Top Ten Notable Transactions Q1 2021

Deal Date	Target Name	Buyer	Value MM US\$
01/07/21	Change Healthcare Corporation	Optum	\$13,440
03/04/21	Auth0	Okta	\$6,500
03/30/21	Itiviti AB	Broadridge Financial Solutions, Inc.	\$2,528
03/11/21	Talend	Thoma Bravo, LLC	\$2,498
01/20/21	Wrike	Citrix Systems, Inc.	\$2,250
03/24/21	Unit4	TA Associates, Partners Group Holding AG	\$2,000
02/09/21	Glu Mobile Inc.	Electronic Arts Inc.	\$1,879
02/10/21	Hyperconnect, Inc.	Match.com	\$1,725
03/26/21	Madison Square Garden Networks	The Madison Square Garden Company	\$1,722
03/24/21	Mitratech, Inc.	Ontario Teachers' Pension Plan	\$1,500

2021 Aggregate Transaction Value \$95,252

Top 10 Aggregate Transaction Value \$36,042

Top 10 Aggregate Value as a Percentage of All Transactions 38 %

Figure 3. Lists the top ten transactions for Q1 2021 and calculates their value as a percentage of the aggregate transaction value as shown in Figure 1.

Note: Transaction data based on announced date.

#### Coverage Overview

The Information report features acquisitions in the horizontal Media & Marketing, Software, and Online & Mobile Industries.

It covers vertical markets including, but not limited to, the following segments: Business & Compliance; Construction & Real Estate; Distribution, Retail & Wholesale; Education; Energy; Financial Services & Accounting; Health & Pharmaceuticals; Law & Government; Lifestyle & Entertainment; Manufacturing; Marketing & Advertising; News Media; Science & Technology; Transportation; and Travel & Hospitality.

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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.

For current intelligence on Mergers and Acquisitions activity in the Information Industry please visit our online service at

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## RECENT INFORMATION INDUSTRY TRANSACTIONS



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