

7 Mile Advisors



# Sectorwatch: Digital Agency

July 2020



# Digital Agency

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# Overview

**7MA provides Investment Banking & Advisory Services to the Business Services and Technology Industries globally.**

We advise on M&A and private capital transactions and provide market assessments and benchmarking. As a close-knit team with a long history together and a laser focus on our target markets, we help our clients sell their companies, raise capital, grow through acquisitions, and evaluate new markets.

We publish our sectorwatch, a review of M&A and operational trends in the industries we focus.

## DASHBOARD

- Summary metrics on the sector
- Commentary on market momentum by comparing the most recent 12-month performance against the last 3-year averages.

## PUBLIC BASKET PERFORMANCE

- Summary valuation and operating metrics for a basket of comparable public companies.

## VALUATION COMPARISON

- Graphical, detailed comparison of valuation multiples for the public basket.

## RECENT DEALS

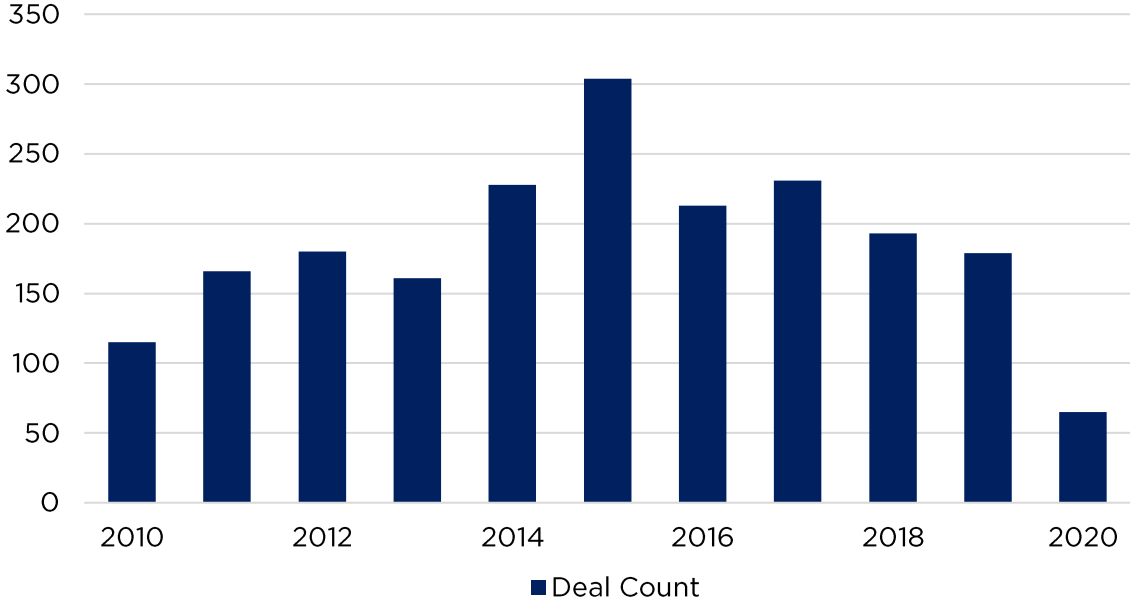
- The most recently announced deals in the sector

# Dashboard

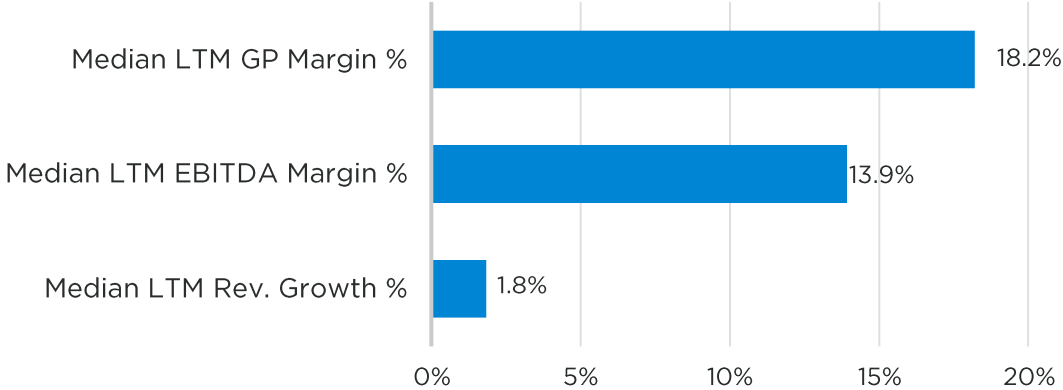
## REVENUE GROWTH MOMENTUM ↑ 2.0%

1 - year revenue growth compared to revenue growth average for last 3 years - Current revenue growth rate exceeds the average of the last 3 years by this amount, indicating that market momentum is increasing

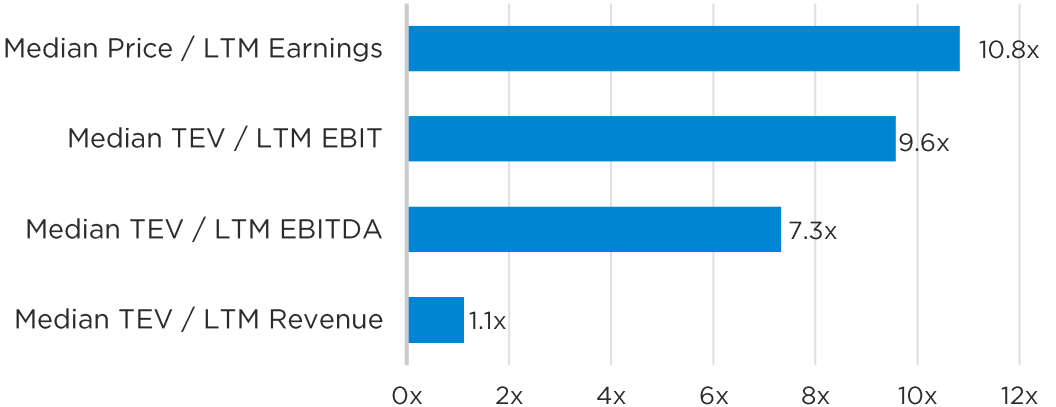
### M&A Activity



## Operating Metrics



## Valuation



# Public Basket Overview



United States



Japan



United Kingdom



France

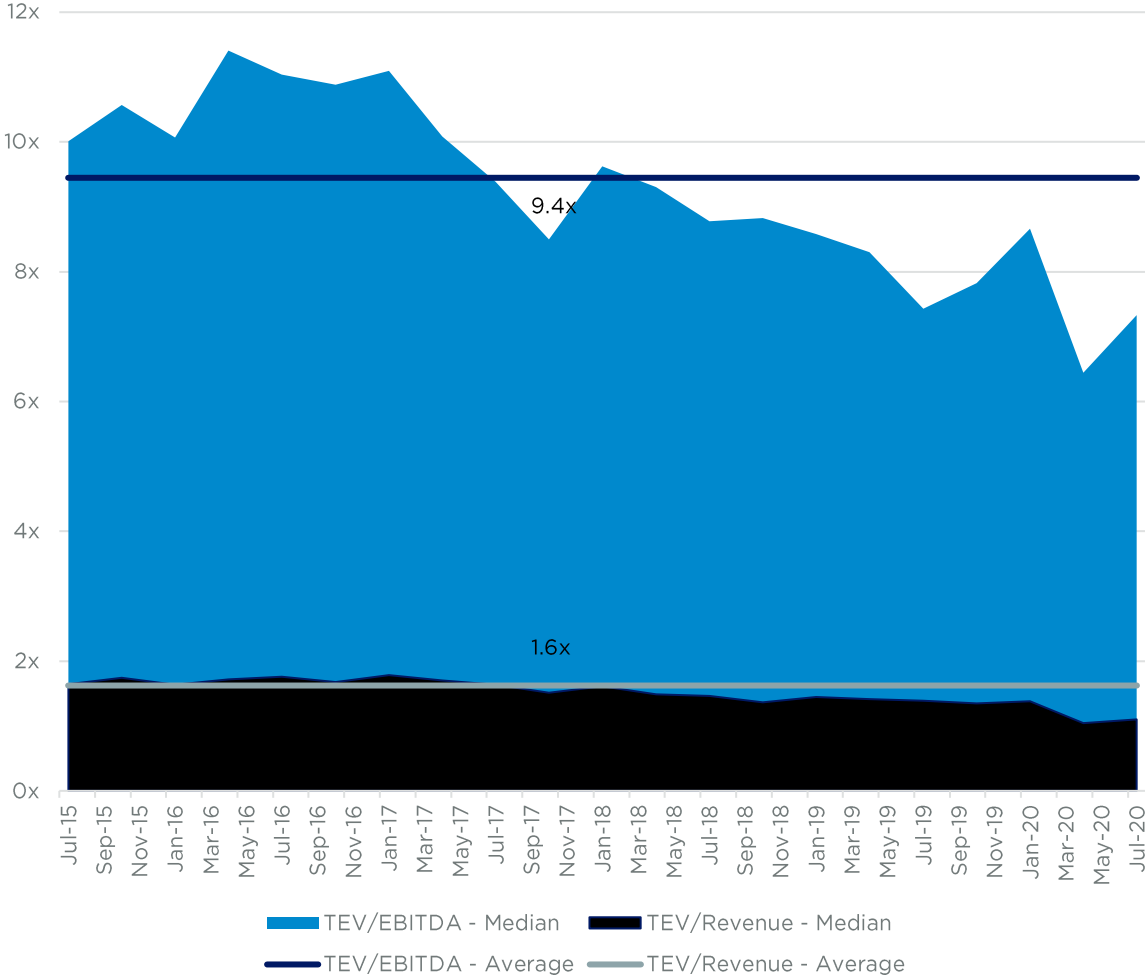


# Public Basket

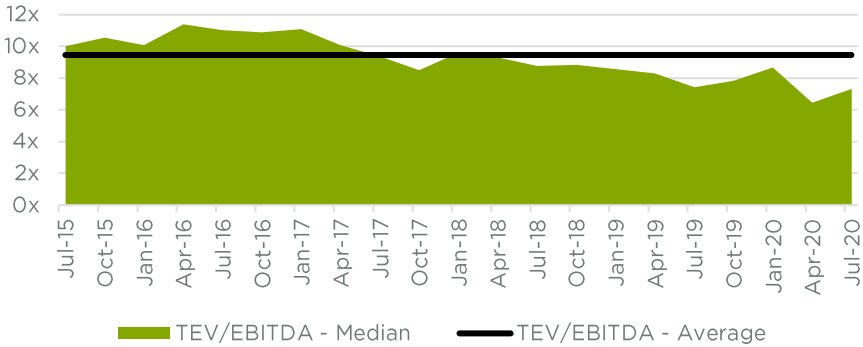
Company	TEV \$m	LTM EBITDA \$m	LTM Rev \$m	Rev Growth YoY	GP %	EBITDA %	TEV / Rev X	TEV / EBITDA X	# FTEs	Rev / FTE \$k
Alliance Data Systems	5,599	1,284	5,629	0.2%	54.8%	22.8%	1.1x	5.0x	8,500	662
Dentsu	10,488	951	9,654	2.2%	89.4%	9.9%	1.1x	11.0x	66,400	145
The Interpublic Group of Companies	11,684	1,334	10,220	3.2%	14.4%	13.1%	1.1x	8.8x	54,300	188
Publicis Groupe	13,811	2,642	12,315	10.6%	N/A	21.5%	1.1x	5.2x	83,235	148
WPP	14,810	2,484	16,885	1.4%	18.2%	14.7%	0.9x	6.0x	106,508	159
Omnicom Group	15,956	1,835	13,973	-6.8%	15.7%	13.1%	1.1x	8.7x	70,000	200
<b>Average</b>	12,058	1,755	11,446	1.8%	38.5%	15.8%	1.1x	7.4x	64,824	250
<b>Median</b>	12,748	1,584	11,267	1.8%	18.2%	13.9%	1.1x	7.3x	68,200	173

share price as of 28Jul20

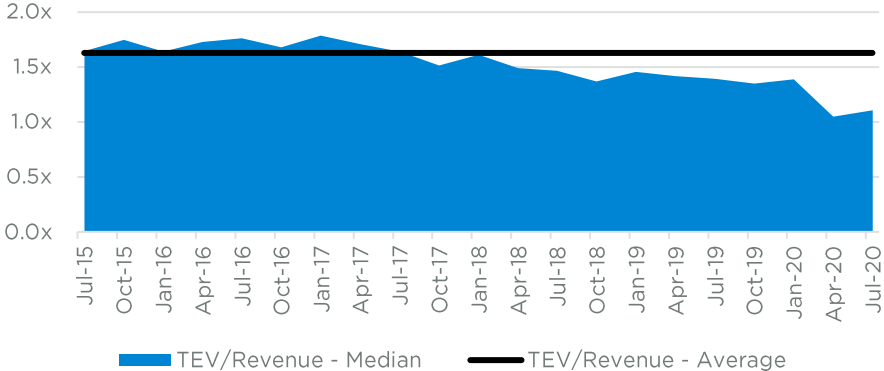
# Public Basket



### Public EBITDA Multiples over Time

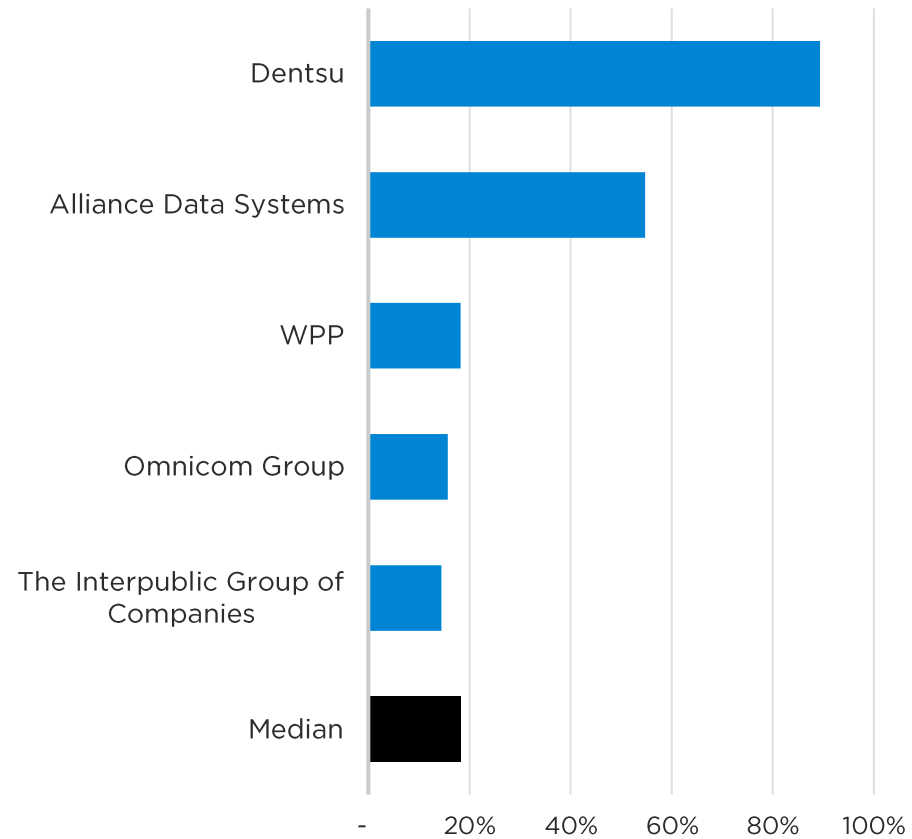


### Public Revenue Multiples over Time

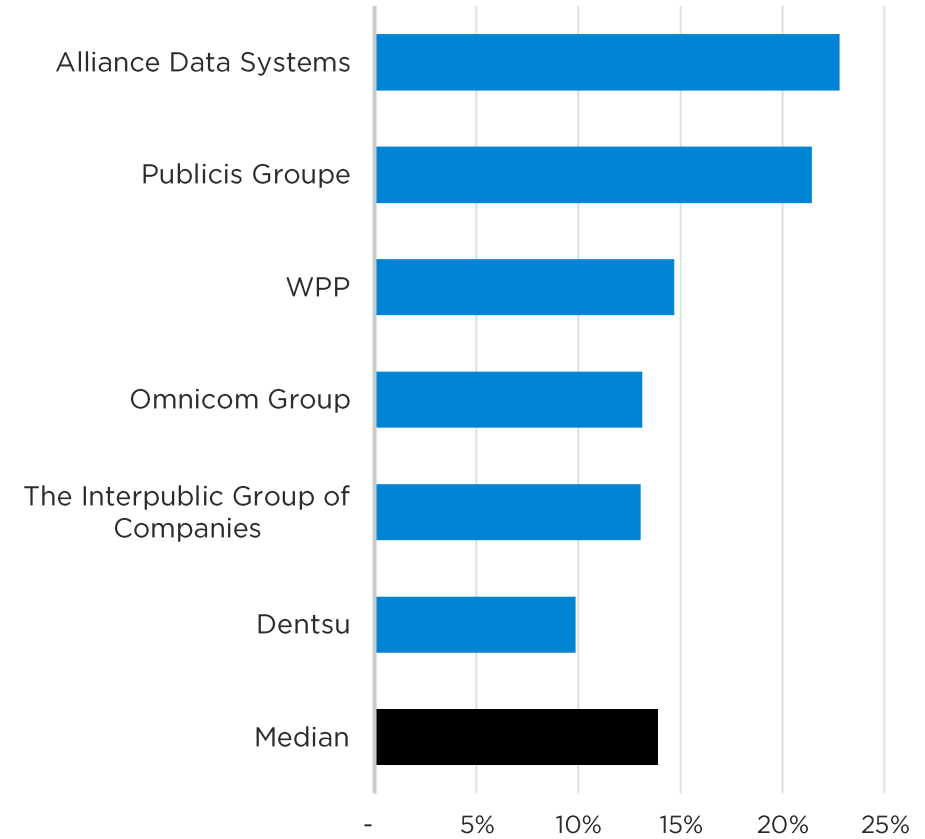


# Operational Metrics

## LTM Gross Profit Margin %



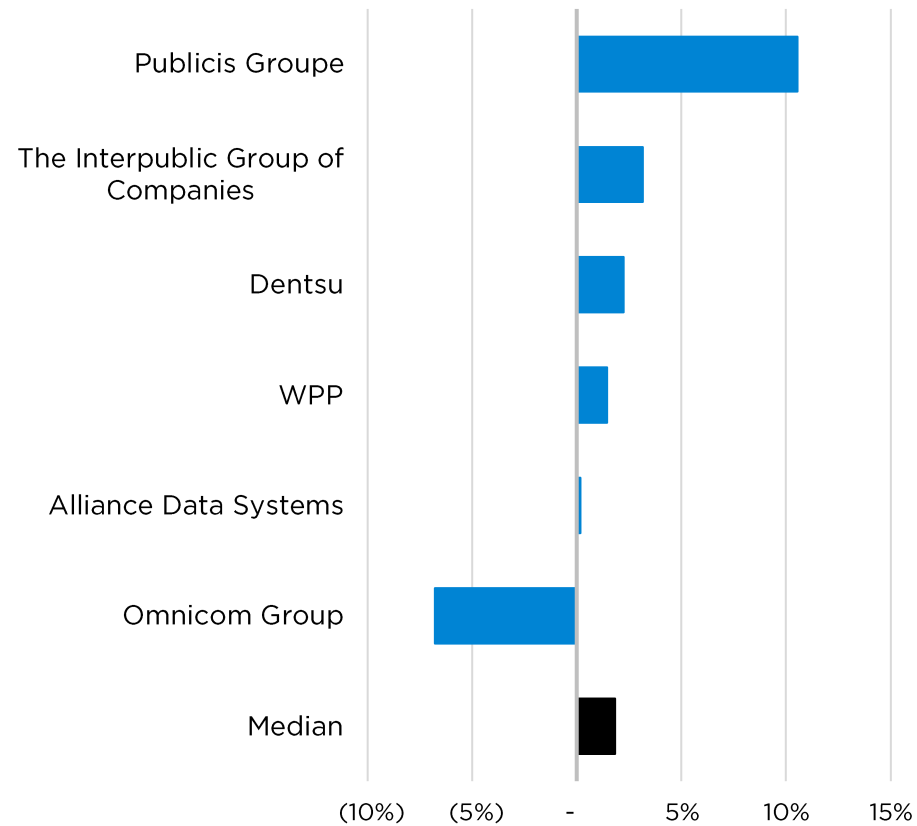
## LTM EBITDA %



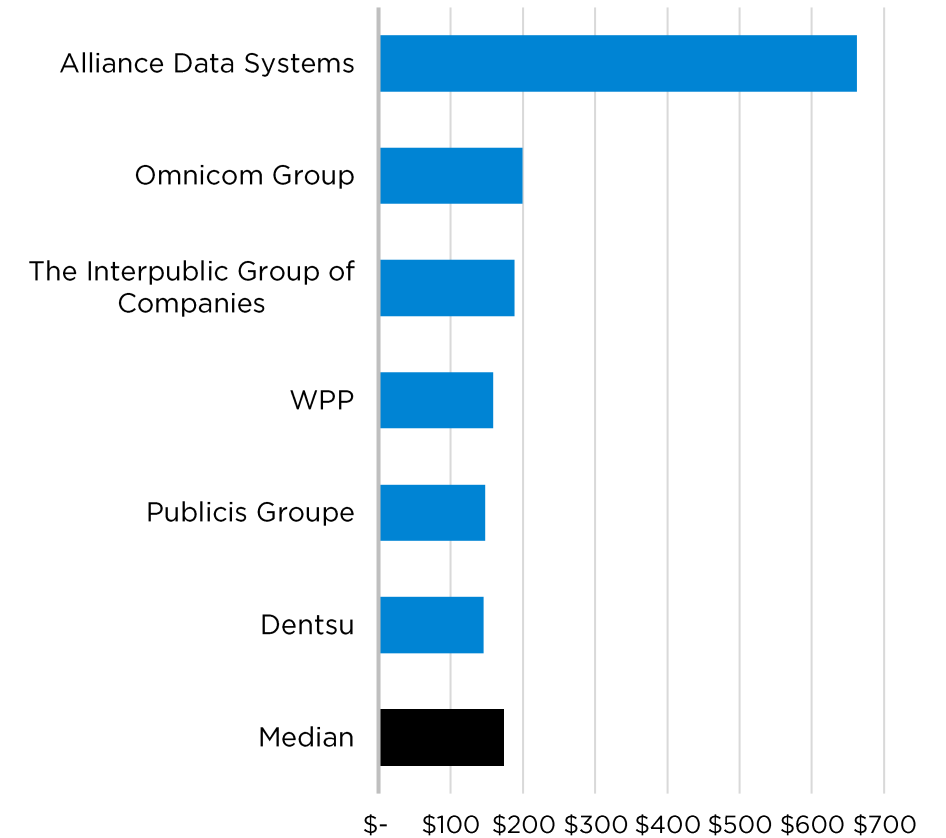


# Operational Metrics

## LTM Revenue Growth %

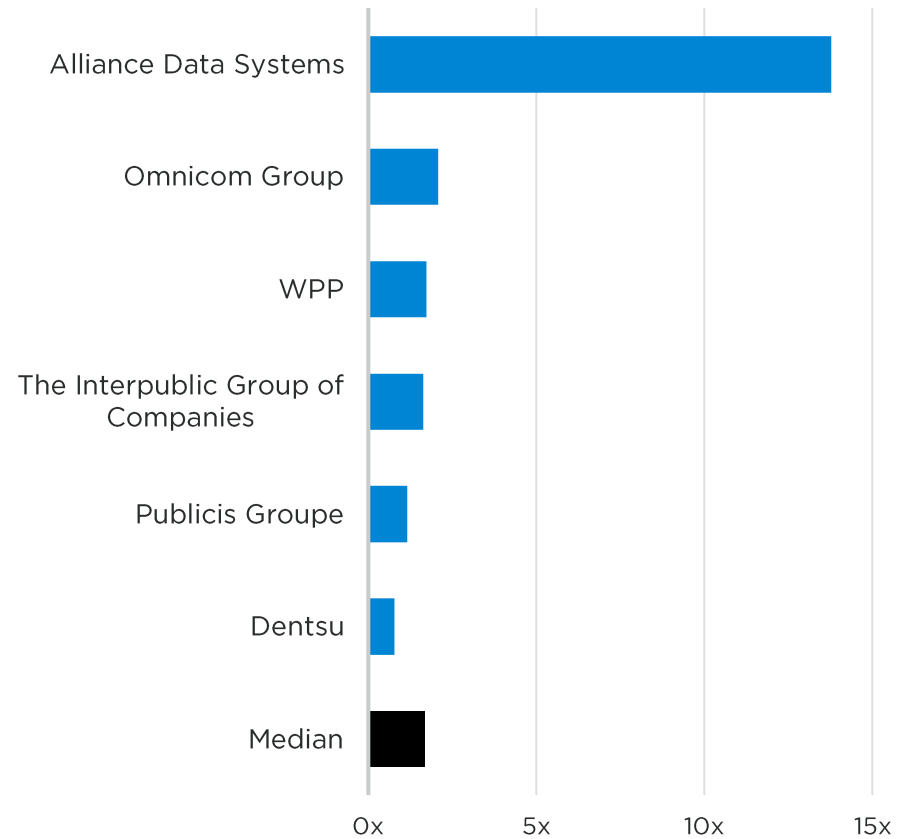


## LTM Revenue per Full Time Employee x 000's

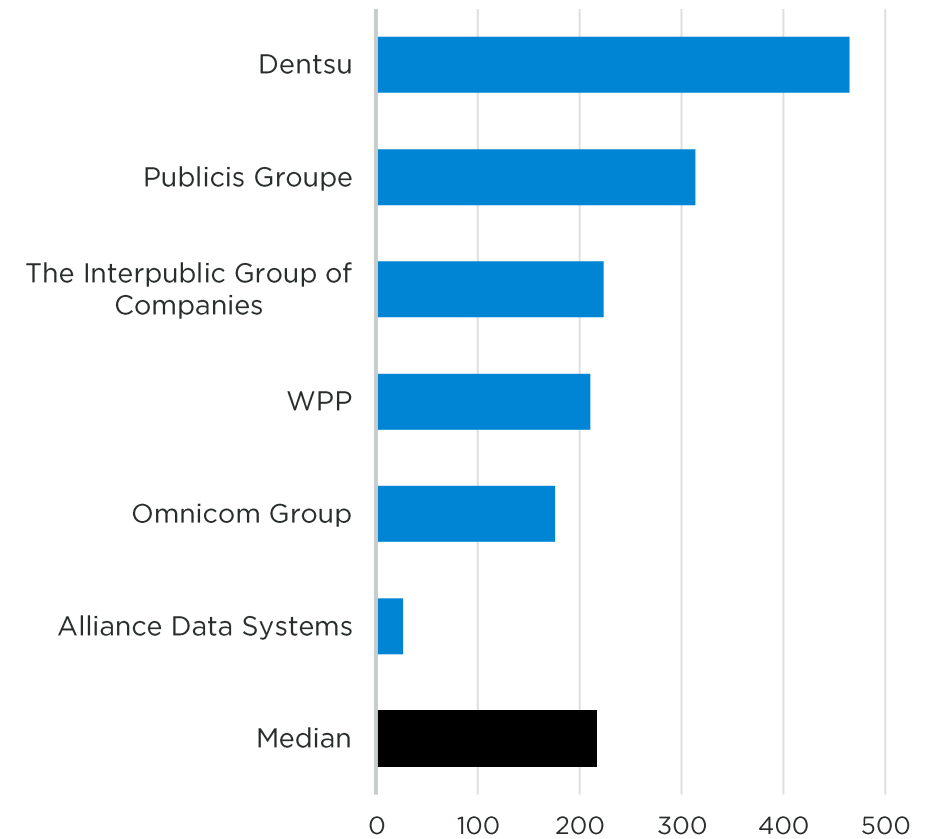


# Operational Metrics

## Accounts Receivable Turnover

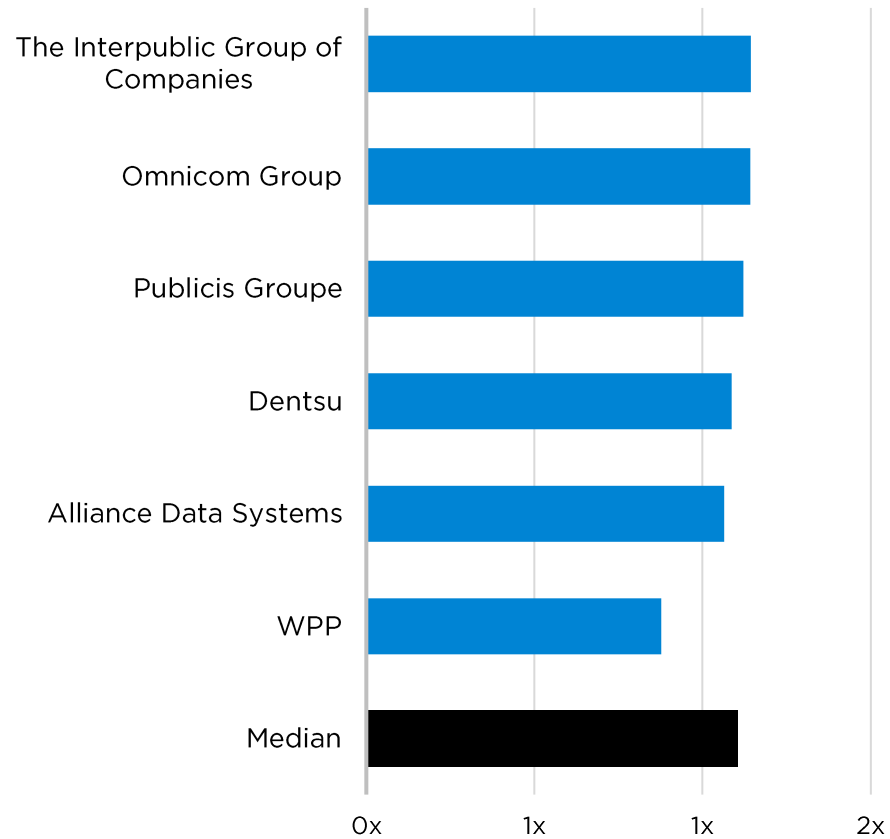


## Average Days Sales Outstanding

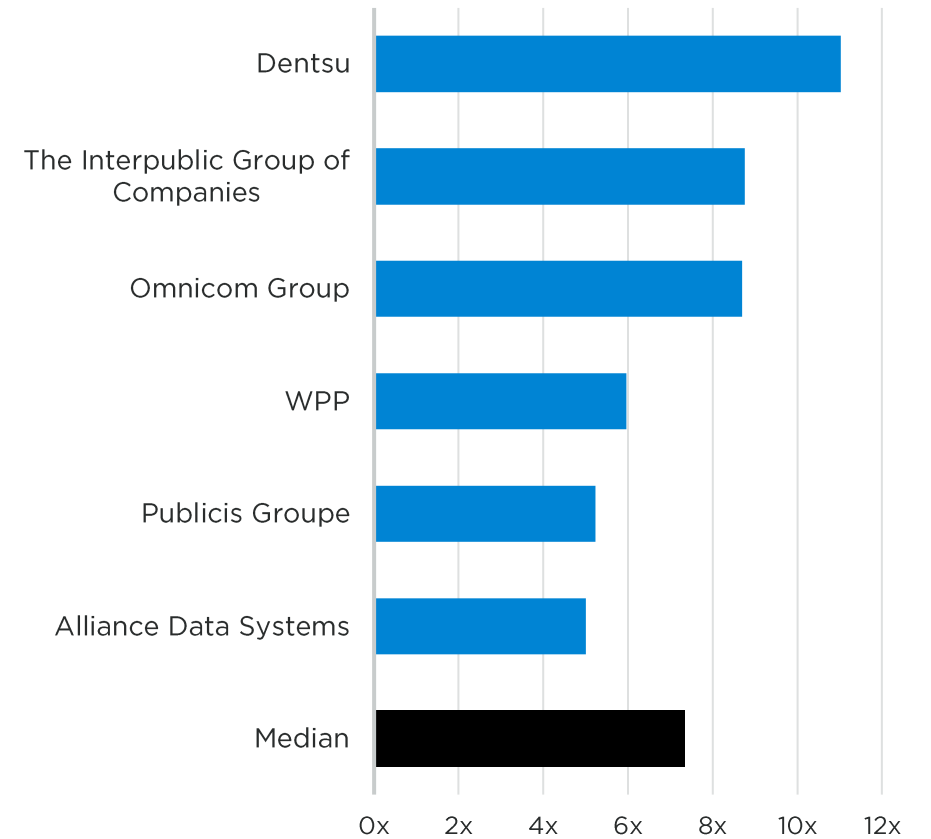


# Valuation

## TEV / LTM Revenue

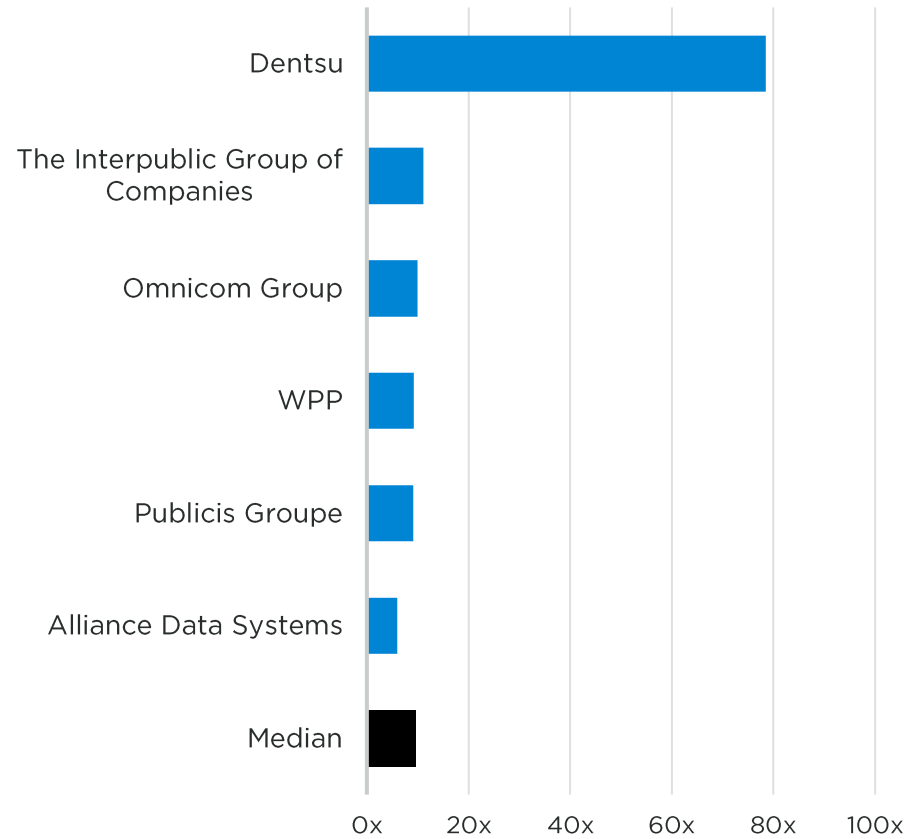


## TEV / LTM EBITDA

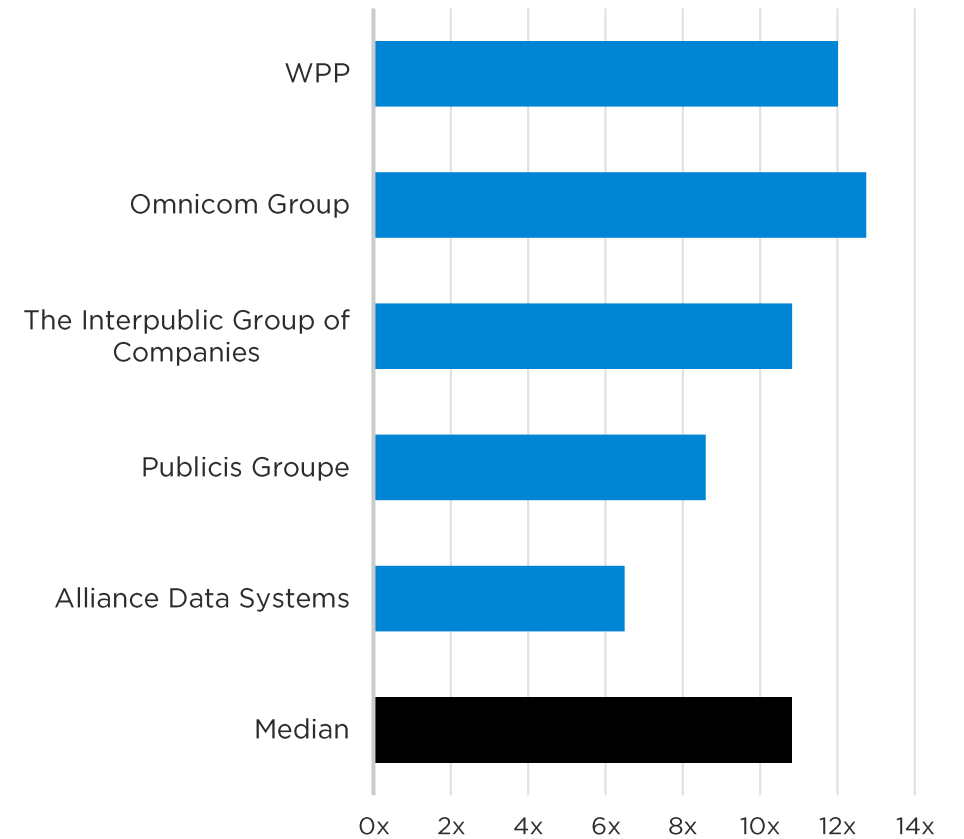


# Valuation

## TEV / LTM EBIT

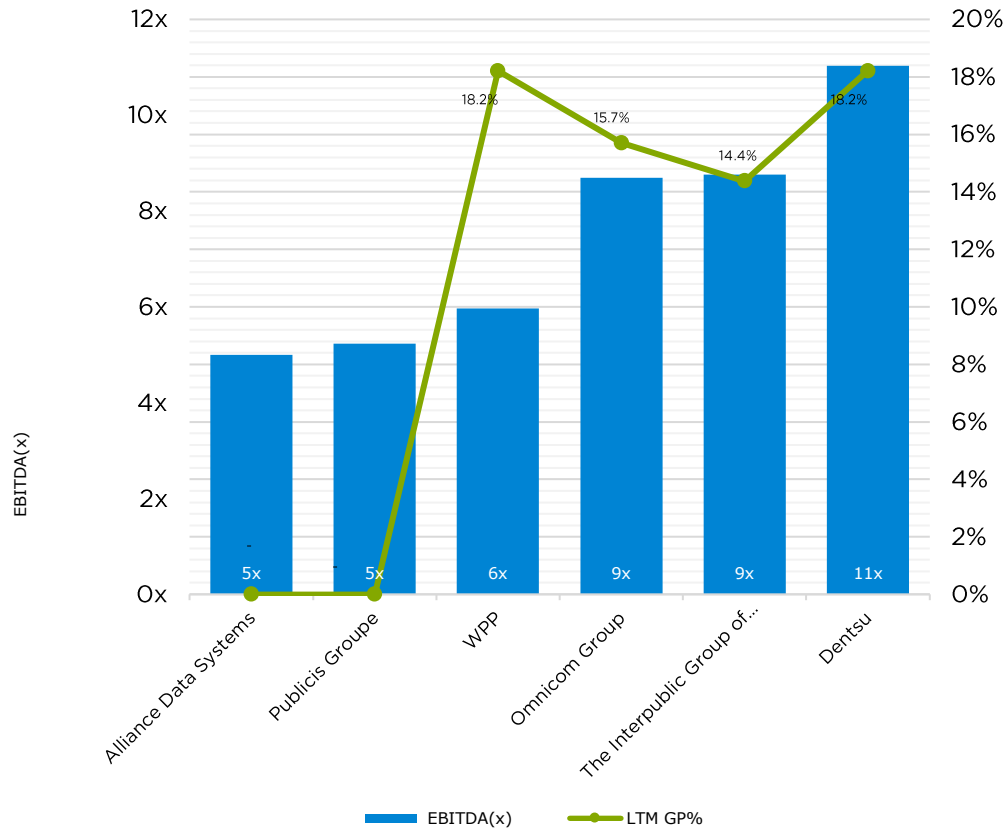


## Price / LTM Earnings

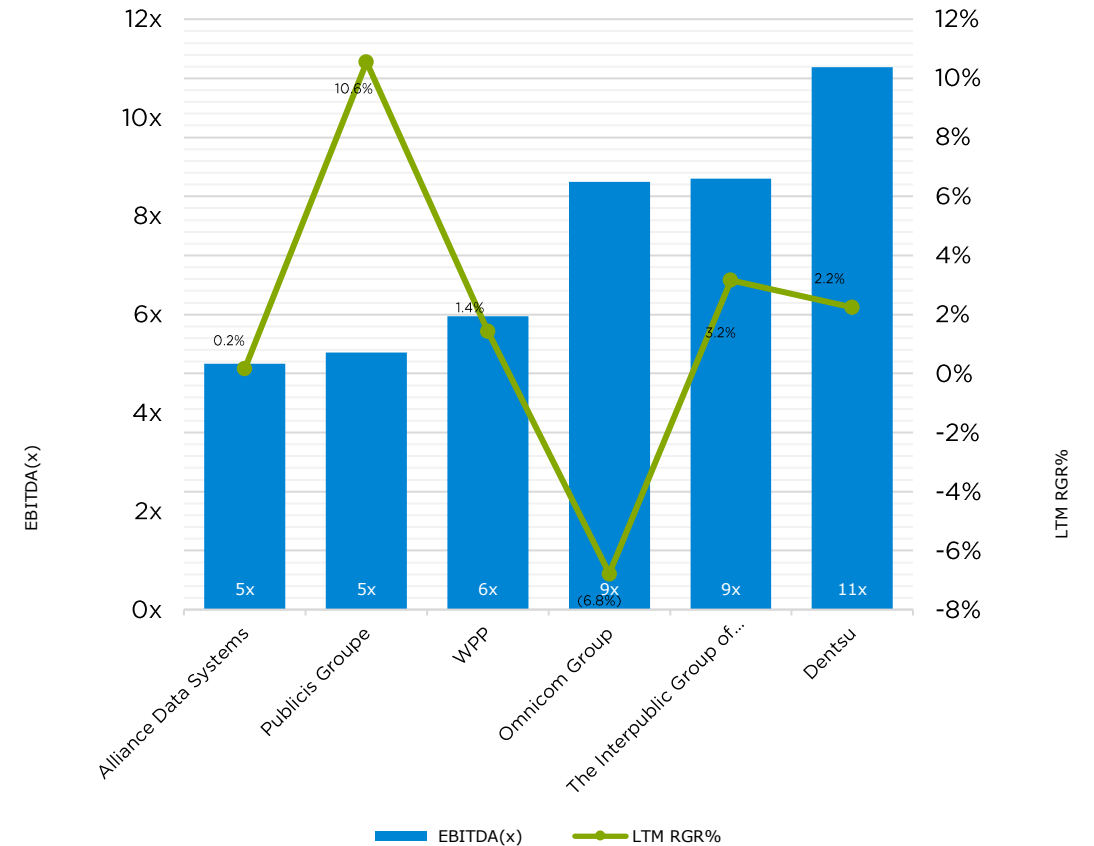


# Valuation

## Historical Valuation Multiples versus Gross Profit



## Historical Valuation Multiples versus Revenue Growth Rate



# Recent Transactions

Date	Target	Buyer / Investor	Total Transaction Value	Target Revenue	TEV / Revenue	TEV / EBITDA
13-Jul-20	Platform161	Media and Games Invest	-	-	-	-
07-Jul-20	Diginius	Champions UK	0.62	-	-	-
03-Jul-20	zulu5	Audienz	-	-	-	-
29-Jun-20	Miller Media	CloudAccess.net	-	-	-	-
24-Jun-20	Ksubaka	UST Global	-	-	-	-
05-Jun-20	Fast Approach	Planet Green Holdings	-	-	-	-
03-Jun-20	Vincodo	HomeServe USA	-	-	-	-
03-Jun-20	We Adapt	Bynder	-	-	-	-
28-May-20	Skimlinks	Connexity	-	-	-	-
28-May-20	Suggestv	Viqeo	-	-	-	-
21-May-20	Tiny Horse	Whistle Sports	30.00	-	-	-
12-May-20	Denim Social	-	-	-	-	-
11-May-20	Publicist	-	-	-	-	-
07-May-20	HYPR Brands	Julius	-	-	-	-
01-May-20	Inside Response	Brookside Equity Partners	65.00	-	-	-
22-Apr-20	AdStage	Boathouse Capital	-	-	-	-
20-Apr-20	Tubi TV	Fox Corporation	440.00	-	-	-
15-Apr-20	MediaGamma	Beeswax	-	-	-	-
08-Apr-20	Nano Interactive	Clydesdale Yorkshire Bank	6.71	-	-	-
01-Apr-20	Telaria	Rubicon Project	-	68.06	-0.80	19.21
30-Mar-20	Beintoo	Publitalia '80	-	-	-	-
17-Mar-20	WebKite	dealer venom	-	-	-	-
05-Mar-20	Continuum Media	-	-	-	-	-
05-Mar-20	QDQ Group	AS Equity Partners	-	-	-	-
03-Mar-20	Collective UK	Azerion	-	-	-	-
03-Mar-20	Mobile Posse	Digital Turbine	41.50	-	0.75	4.15
03-Mar-20	The Brite Mind	Bracken Marketing	-	-	-	-
03-Mar-20	Videobeet	Silverbullet	-	-	-	-
02-Mar-20	Mediasmart (Advertising Network)	Affle	5.59	-	-	-

# Appendix

*Public Basket  
Contact Information*



### Alliance Data Systems

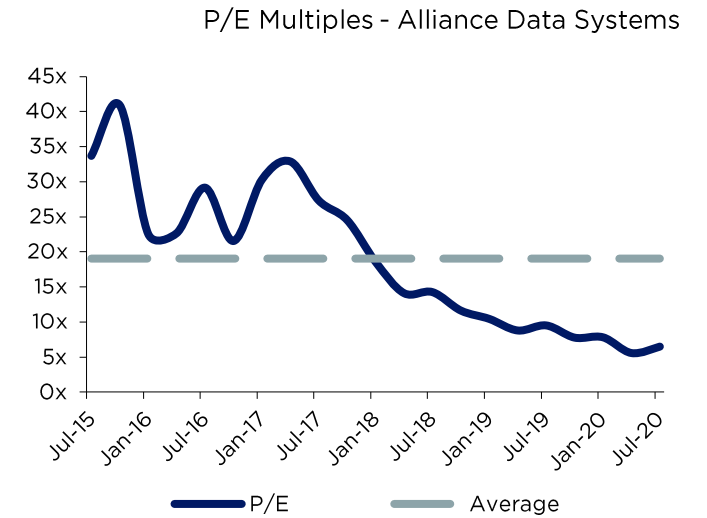
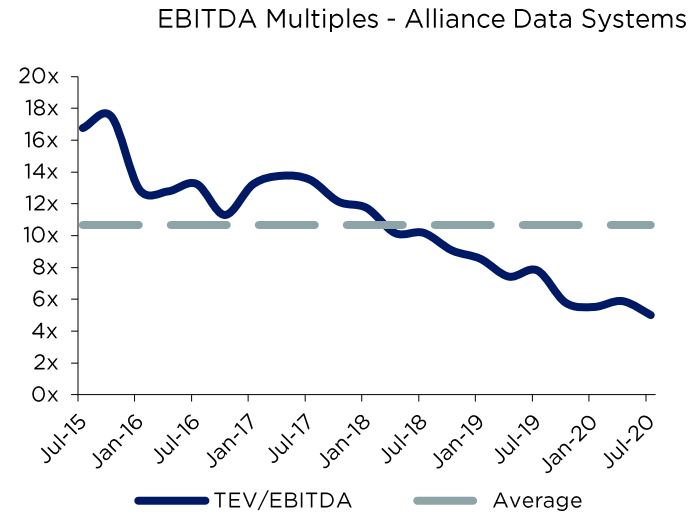
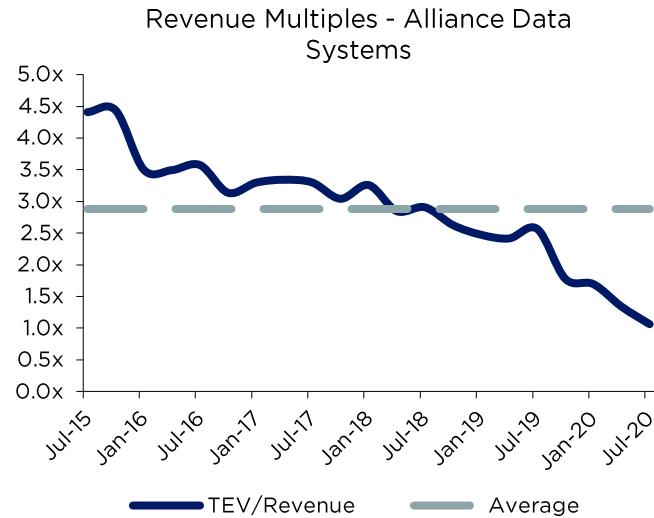
## Alliance Data Systems was born of the 1996 combination of a J.C.

Penney transaction-processing operation and The Limited's credit card bank business. With headquarters in Plano, Texas, Alliance provides marketing, loyalty program, and private-label credit card services. The company is known for its large Air Miles loyalty program in Canada. The private-label services and credit group is financially the company's most important operating segment.



# Public Basket

## Alliance Data Systems



Company Name	Date	Deal Synopsis
Blispay	07-Feb-19	The company was acquired by Alliance Data Systems (NYS: ADS) for \$7.7 million on February 7, 2019.
Signet Jewelers (prime-only credit quality accounts)	20-Oct-17	The prime-only credit quality accounts of Signet Jewelers (NYSE: SIG) was acquired by Alliance Data Systems (NYSE: ADS) for \$945.6 million on October 20, 2017.

## Dentsu

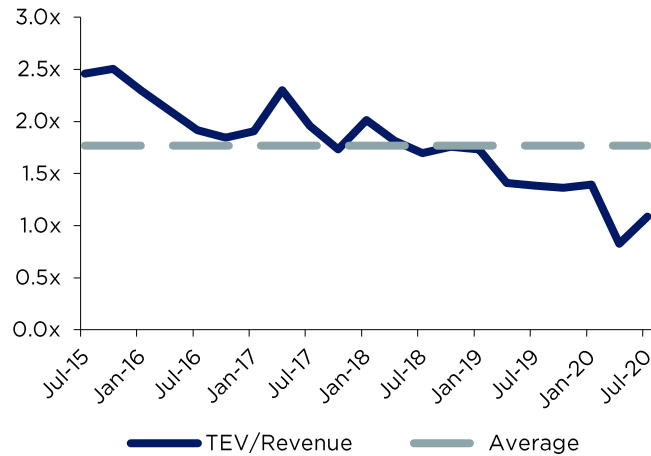
**Dentsu Group Inc is a Japanese international advertising and public relations company that provides communication-related solutions and services such as management and business consulting.**

Dentsu is one of the world's largest advertising agencies. The company operates through its nine global network brands--Carat, Dentsu, Dentsu media, iProspect, Isobar, mcgarrybowen, MKTG, Posterscope and Vizeum--as well as through its specialist/multi-market brands. It is also active in the production and marketing of sports and entertainment content on a global scale. The company earns a majority of its revenue in Japan, followed by Europe and the Americas, while operating in over 100 countries around the world.

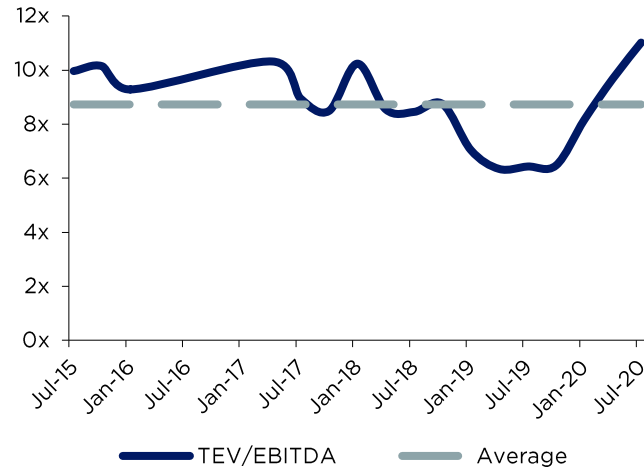
# Public Basket

Dentsu

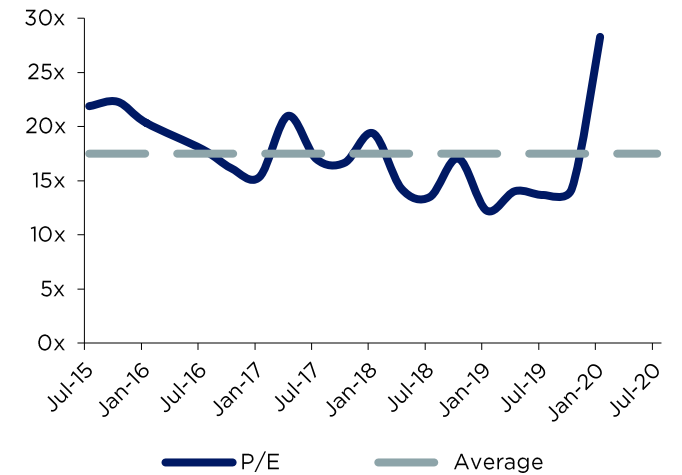
Revenue Multiples - Dentsu



EBITDA Multiples - Dentsu



P/E Multiples - Dentsu



*Company Name*

*Date*

*Deal Synopsis*

SmartNews

18-Nov-19

The company raised \$92 million of Series E venture funding in a deal led by Japan Post Capital and ACA Investments on November 18, 2019, putting the company's pre-money valuation at \$1.11 billion. Development Bank of Japan, Dentsu, SMBC Venture Capital, Globis Capital Partners, Japan Co-Invest Limited Partnership and D.A.Consortium also participated in the round. The funds will be used to continue the expansion of the company's global engineering teams for mobile, backend and machine learning development, accelerating the growth in the U.S. and worldwide.

Botify

05-Nov-19

The company joined Fast-Track on November 5, 2019 and received \$300,000 in funding. Concurrently, Dentsu invested in the company. The funding was received in the form of grant.

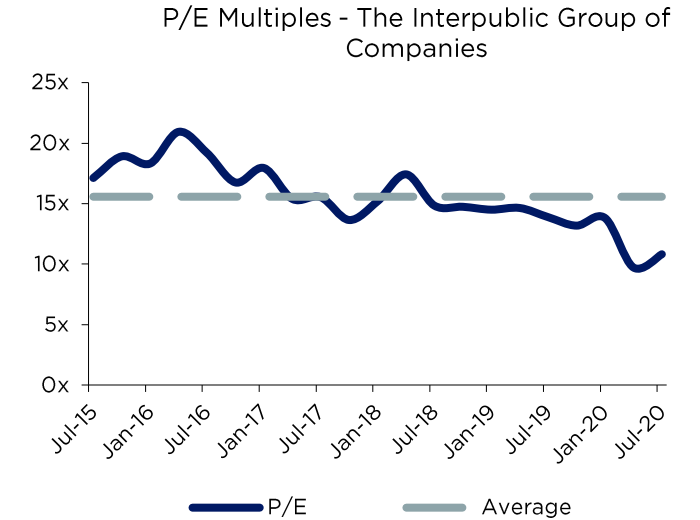
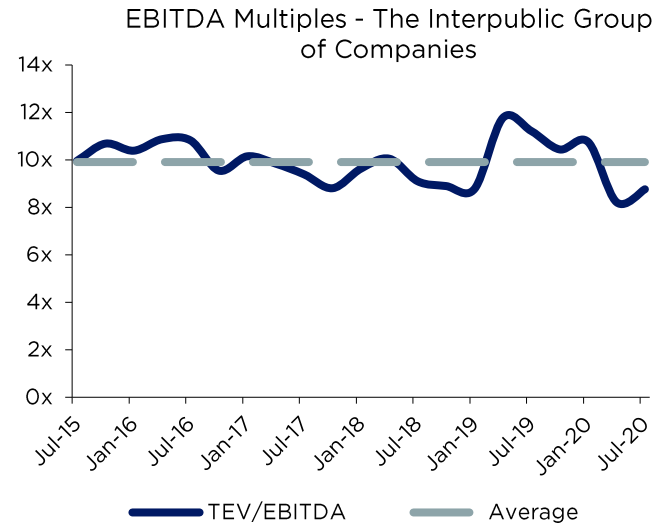
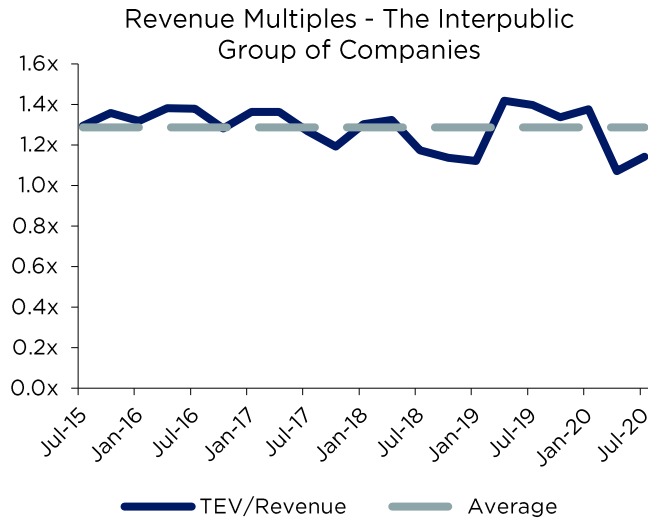
### The Interpublic Group of Companies

**Interpublic Group is the world's fourth- largest ad holding company, based on annual revenue.**

It provides traditional advertising services along with digital and other services such as public relations through various acquisitions. IPG has made these services available in over 100 countries. The company generates more than 75% of its revenue from developed regions such as the United States and Europe.

# Public Basket

## The Interpublic Group of Companies



Company Name	Date	Deal Synopsis
Acxiom	23-Mar-20	Acxiom, a division of LiveRamp Holdings was acquired by The Interpublic Group of Companies (NYS: IPG) for \$2.32 billion on October 1, 2018. The deal brings together IPG's media, creative, marketing services and analytics capabilities, global scale and consumer insights, with the company's unrivalled expertise in identity, data, integrations and data stewardship.
Acxiom (Marketing Solutions Division)	06-Jan-20	The Marketing Solutions unit of Acxiom (NASDAQ: ACXM) was acquired by The Interpublic Group of Companies (NYSE: IPG) for \$2.32 billion on October 1, 2018. The acquirer has a fully committed \$2.3 billion bridge facility and expects to obtain long-term financing to fund the transaction in the debt capital markets before closing. The acquisition enables IPG to better compete in an industry where clients increasingly expect advertising companies to offer data-driven insights.

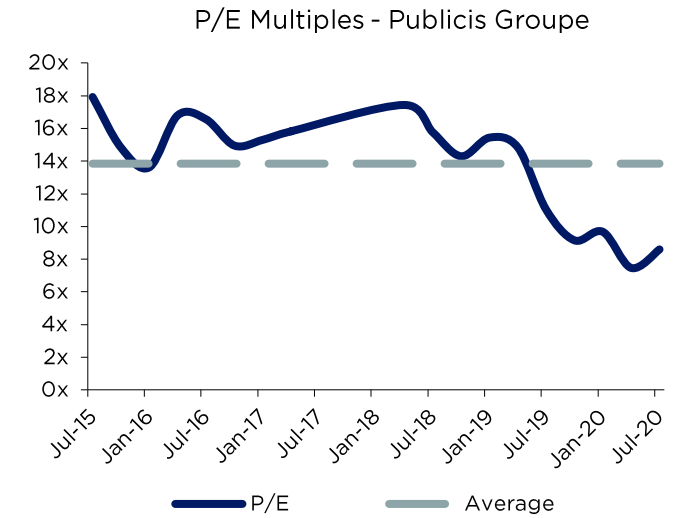
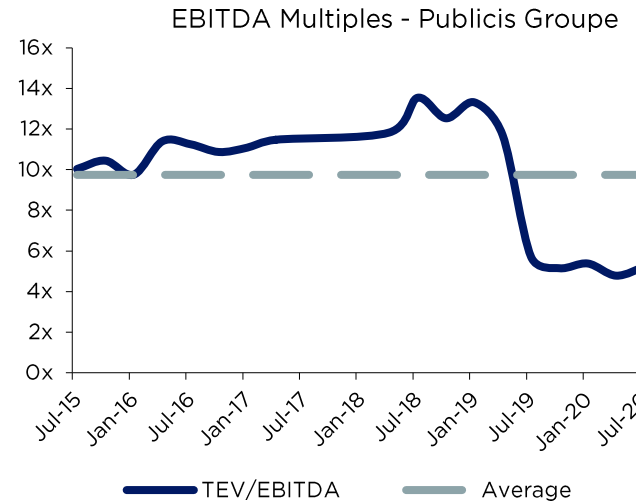
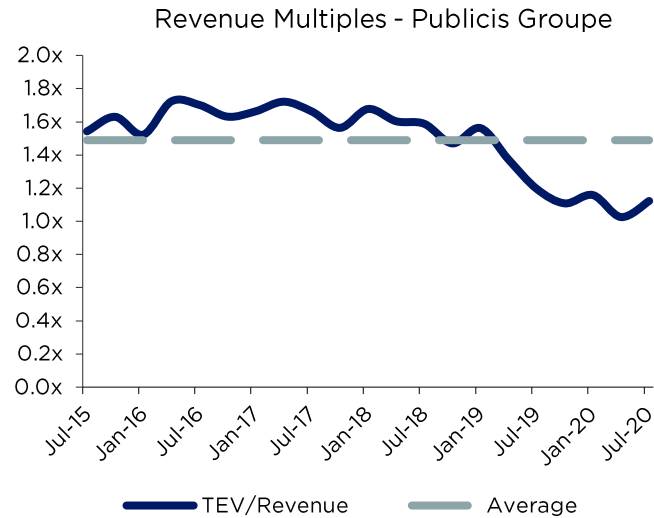
## Publicis Groupe

**Founded in 1926 and headquartered in France, Publicis is the world's third- largest ad holding company based on revenue.**

Publicis' services, which include traditional and digital advertising, public relations, and consulting, are provided worldwide, with over 80% of its revenue coming from more developed regions such as North America and Europe.

# Public Basket

## Publicis Groupe



*Company Name*

*Date*

*Deal Synopsis*

Rauxa

18-Aug-19

The company was acquired by Publicis Groupe (PAR: PUB) for an undisclosed amount on August 18, 2019. The acquisition complements Publicis Groupe's expertise in delivering data-driven creativity offerings in the US, specifically across CRM and personalized creative.

McCready Bale Media

31-Jul-19

The company was acquired by Publicis Groupe (PAR: PUB) for an undisclosed amount on July 31, 2019. The acquisition enables Publicis to bolster its presence in the New Zealand market.

## WPP

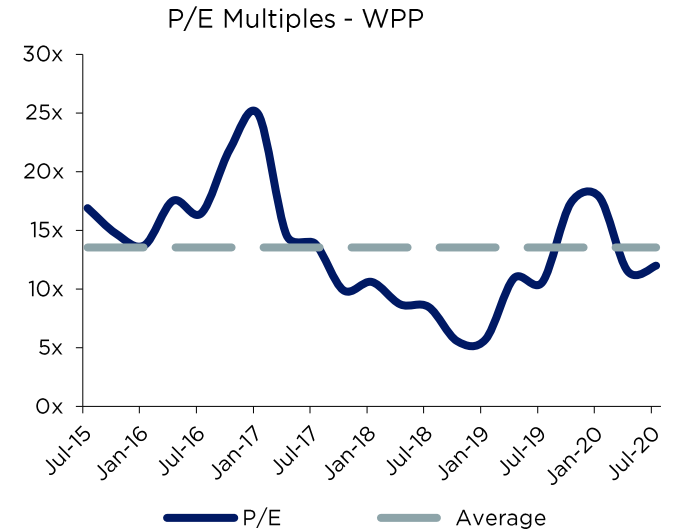
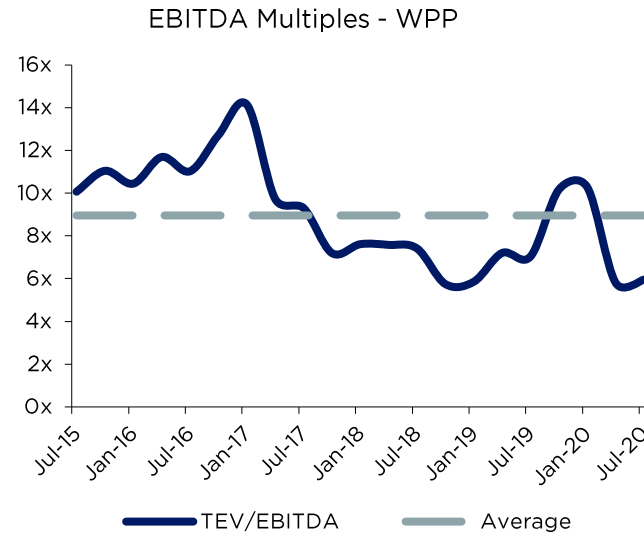
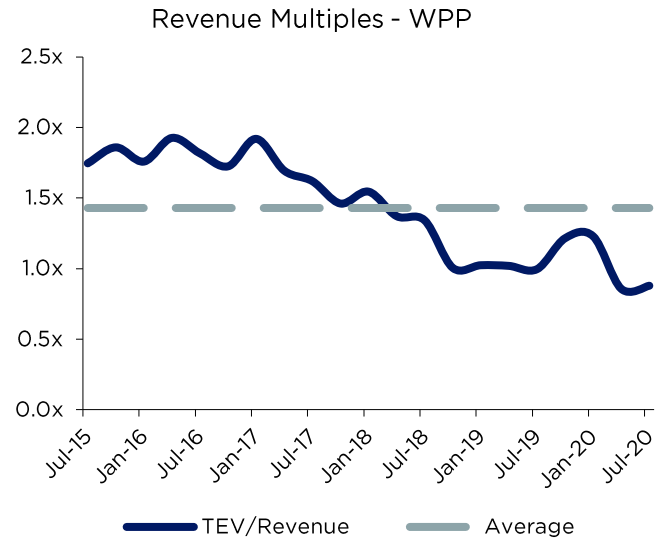
**Headquartered in the U.K., WPP is the world's largest ad holding company, based on annual revenues.**

WPP's services, which include traditional and digital advertising, public relations, and consulting, are provided worldwide, with over 70% of its revenue coming from more developed regions such as the North America, U.K., and Western Europe.



# Public Basket

WPP



*Company Name*

*Date*

*Deal Synopsis*

Sandtable

05-Mar-20

The company was acquired by WPP (LON: WPP) for an undisclosed amount on March 5, 2020. The acquisition is in line with WPP's strategy to deepen its technology offer by further strengthening its investment and innovation in data science.

The&Partnership

12-Feb-20

The company was acquired by WPP (LON: WPP) for approximately GBP 30 million from Mr. Johnny Hornby and other senior members on February 12, 2020. With this acquisition WPP will in future be allocated a larger part of the agency's profits.

## Omnicom Group

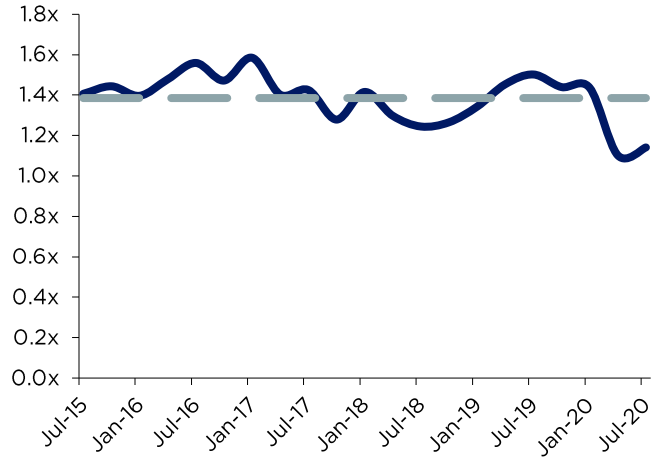
**Omnicom is the world's second- largest ad holding company, based on annual revenue.**

The American firm's services, which include traditional and digital advertising and public relations, are provided worldwide, with over 85% of its revenue coming from more developed regions such as North America and Europe.

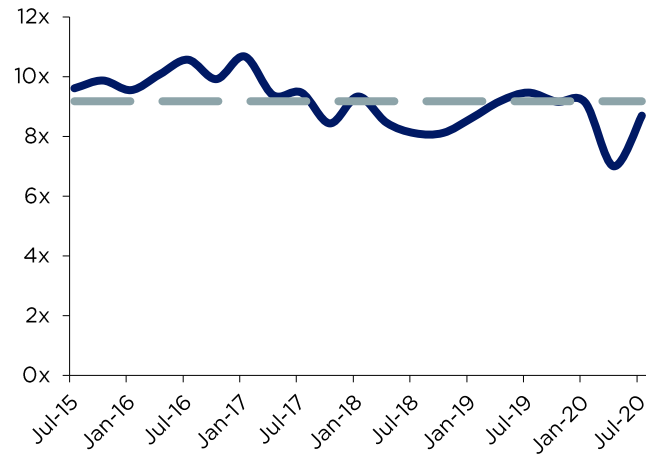
# Public Basket

## Omnicom Group

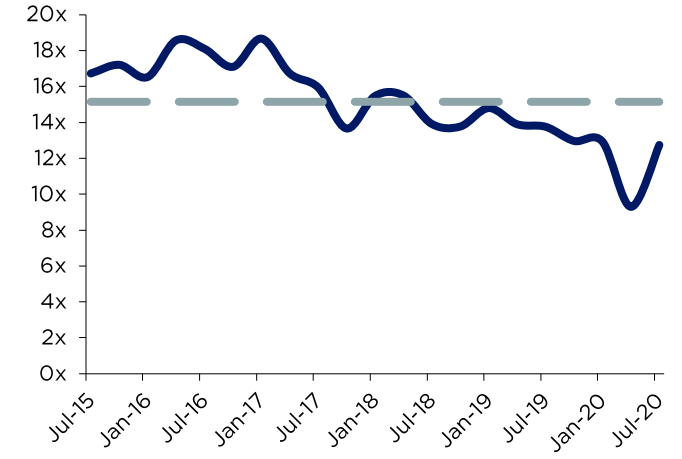
Revenue Multiples - Omnicom Group



EBITDA Multiples - Omnicom Group



P/E Multiples - Omnicom Group



— TEV/Revenue  
*Company Name*

— Average  
*Date*

— TEV/EBITDA  
*Deal Synopsis*

— Average

— P/E  
— Average

Smart Digital

26-Sep-19

The company was acquired by Omnicom Group (NYS: OMC), through its subsidiary Omnicom Precision Marketing Group, for an undisclosed amount on September 26, 2019. The acquisition will enable Omnicom Group (NYS: OMC) to be better at delivering powerful end-to-end customer experience solutions by the strengthening of their AI and personalization capabilities.

Credera

02-Aug-18

The company was acquired by Omnicom Group (NYS: OMC) for an undisclosed amount on August 2, 2018. The acquisition will enable Omnicom Group to strengthen its management and IT consulting capabilities.

# Contact Info

7MA provides Investment Banking & Advisory Services to the Business Services and Technology Industries globally. We advise on M&A and private capital transactions and provide market assessments and benchmarking.

As a close-knit team with a long history together and a laser focus on our target markets, we help our clients sell their companies, raise capital, grow through acquisitions, and evaluate new markets. Securities offered through 7M Securities LLC.

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