



SaaS Market Monitor

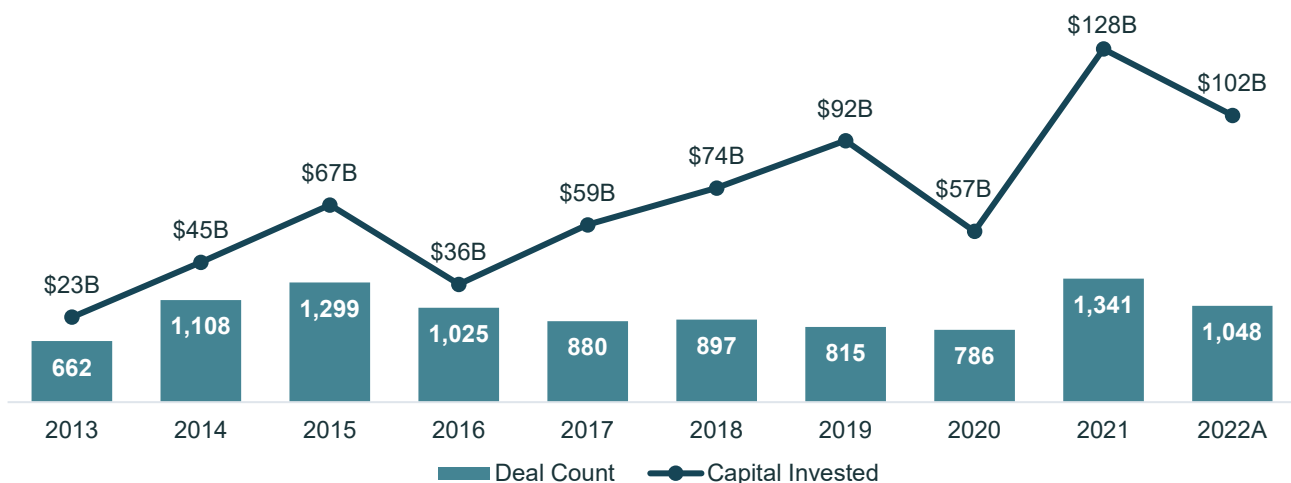
WINTER 2023

SaaS Middle Market M&A Activity and Trends

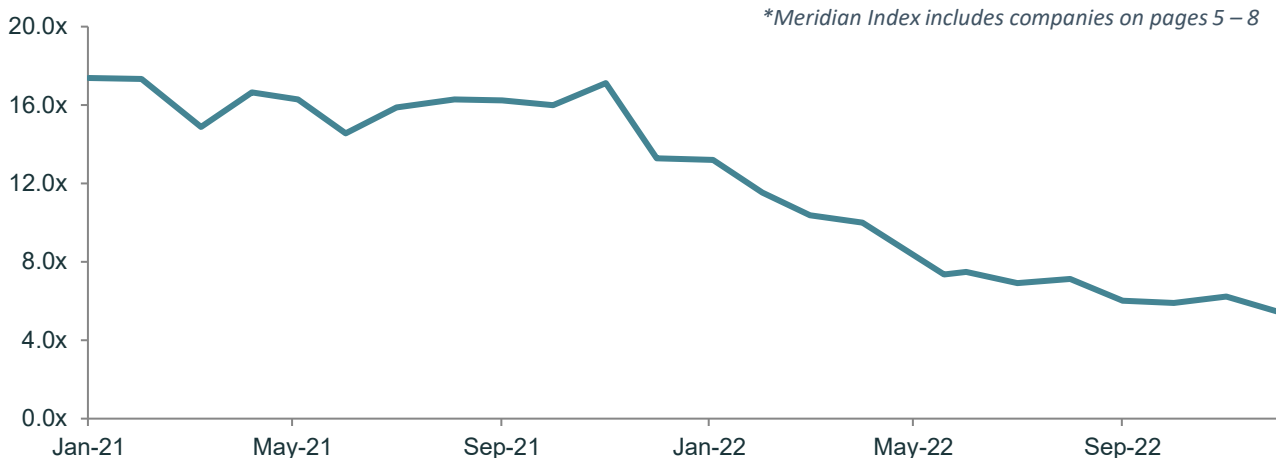
SaaS M&A Commentary

- After reaching stratospheric levels, SaaS valuations have experienced an extreme plunge over the last year as the market conducts a rerating of the landscape. Also contributing to this drawdown are broader bear market factors in the face of a possible recession. While some prominent SaaS companies have experienced 70%+ declines, we believe it's important to keep in mind that the SaaS model is fundamentally intact.
- For years, the market has experienced extreme exuberance, favoring growth stories fueled by lower interest rates, leading SaaS firms globally to prioritize bloated operating budgets.
- It is likely that the combination of broader economic uncertainty, high interest rates, geopolitical tensions, and negative sentiment toward technology have caused an overcorrection in SaaS valuations, although valuations are not anticipated to return to normality until the above factors have abated.
- Now we are at a critical juncture for SaaS, in which priorities have shifted wherein efficiency and profitability are front of mind.

Recent SaaS M&A Transaction Activity



SaaS Public Market Valuations (EV/Revenue)



SaaS Market Insights

Product-led Growth Strategy to Unleash Revenue Potential

- Product-led Growth (“PLG”), the go-to-market strategy in which product usage drives customer acquisition and expansion, is becoming increasingly common among SaaS companies.
- The product-led SaaS business model tends to grow faster due to lower customer acquisition cost without the distraction of having to build a payments infrastructure.
- Nearly 60% of Forbes Cloud 100 companies in 2022 use PLG strategy, and 70% of the top 50 allow users to try the product for free before buying or upgrading services.
- PLG helps companies scale faster and more efficiently while keeping costs low and maintaining a high profitability margin.

The Rise of Micro-SaaS Products as Companies Look for Cost-Cutting Solutions

- Micro-SaaS targets a niche market, using minimal resources while solving for efficiencies, e.g., Storemapper is one of the first-known examples of the Micro-SaaS model.
- Due to tight labor market conditions, combined with a growing need to expand margins, many businesses are turning to micro-SaaS for their business needs.
- Niche SaaS solutions are now seeing a lot of development, especially during challenging economic times when firms look for cost-cutting solutions.
- Many of the firms involved in Micro-SaaS have lean sales and marketing teams, leading to less operational bloat as the necessity of the product itself acts as its own marketing strategy.
- As investors flock to capture early-stage growth opportunities, it is expected that Micro-SaaS companies will rebound in the near-term.

Government’s Increasing Interest in SaaS Applications

- Government leaders are increasingly noticing the growing need to improve legacy systems.
- SaaS solutions offer flexibility, allowing for customization and secure APIs that make it easy to aggregate and access data in a safe and secure manner that government organizations require.
- SaaS has put in considerable work to change the perception that cloud-based solutions are less secure than on-premises software, leveraging the fact that SaaS solutions are upgraded and optimized daily, making them more impervious to attack.
- A recent survey of state Chief Information Officers (CIOs) indicated that their top technology priorities are cloud solutions and SaaS implementation.

Increase in Cyber Attacks Lead to an Acceleration in Cybersecurity Spending

- The SEC has proposed new cybersecurity risk management rules and amendments to enhance cybersecurity preparedness and improve the resilience of investment advisers and investment companies against cybersecurity threats and attacks.
- According to the United States Government Accountability Office (“GAO”), the cost of major cyber attacks have increased 453% from 2016 to 2021.
- Among surveyed CIOs, cybersecurity has become one of the most important risk factors when considering information technology strategy.
- With the never-ending cybersecurity race accelerating at unprecedented levels, industry forecasts suggest record level spending on the horizon.

SaaS Selected M&A Activity

Highlighted Sales & Marketing SaaS Transaction



Adobe Systems Acquires Figma (ANNOUNCED)

Sept 2022

EV
\$20,000M

EV/Revenue
50.0x

Target Description: Figma is a developer of a design tool built to help companies brainstorm, design, and build better products from start to finish.

Investment Rationale: This acquisition will enhance productivity, accelerate creativity on the web, advance product design and inspire global communities of creators, designers, and developers. The combined company will have a massive, fast-growing market opportunity and capabilities to drive significant value for customers, shareholders, and the industry.

Highlighted Cybersecurity SaaS Transaction



THOMABRAVO



Thoma Bravo Acquires SailPoint

Aug 2022

EV
\$8,486M

EV/Revenue
17.1x

Target Description: SailPoint is the leader in identity security for the modern enterprise. Harnessing the power of AI and machine learning, SailPoint automates the management and control of access.

Investment Rationale: This transaction will position SailPoint to drive innovation in identity security, expand its global customer base, and continue providing industry-leading identity security solutions to modern enterprises around the world.

Highlighted MSP SaaS Transaction



Kaseya Acquires Datto

Jun 2022

EV
\$6,200M

EV/Revenue
9.3x

Target Description: Datto is the leading global provider of security and cloud-based software solutions purpose-built for Managed Service Providers (MSPs).

Investment Rationale: This acquisition will strengthen Kaseya's IT Complete platform with an enhanced array of best-in-class solutions to help increase MSP efficiency and profitability. Customers can immediately expect substantial investments focused on upgrades and innovations to all Datto product offerings.

Public Company Valuations

Public Company Valuations Summary

By Category (US \$ in millions)	Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
			Rev	EBITDA	EBITDA	Rev	EBITDA		
Communications & Collaboration	\$5,247	\$5,554	\$1,286	(\$92)	(15%)	4.6x	39.8x	(46%)	
Data & Analytics	9,851	9,930	1,179	(121)	(21%)	7.2x	31.2x	(31%)	
DevOps	11,005	11,378	1,137	(154)	(22%)	9.3x	87.5x	(37%)	
Ecommerce	753	854	268	(95)	(37%)	3.5x	nm	(48%)	
Education	2,677	2,847	746	(289)	(27%)	3.9x	41.0x	(15%)	
Entertainment	35,373	37,710	10,097	3,498	(5%)	5.4x	34.4x	(52%)	
Financial	15,299	15,702	2,687	215	(16%)	7.0x	43.1x	(25%)	
Food Delivery	2,000	1,895	314	(66)	(22%)	5.6x	nm	(19%)	
Healthcare	8,333	8,317	1,152	(2,272)	(365%)	7.9x	52.2x	(44%)	
Human Capital Management	14,668	14,812	1,535	49	(4%)	10.6x	66.1x	(12%)	
Internet	8,447	10,463	2,718	311	6%	4.0x	22.1x	(21%)	
Other	10,332	10,722	1,326	154	(15%)	6.8x	39.1x	(17%)	
Sales and Marketing	29,776	30,550	4,604	904	(7%)	6.2x	34.8x	(42%)	
Security	13,340	13,639	1,503	19	(4%)	10.2x	21.1x	(24%)	
Supply Chain & ERP	53,604	67,896	9,273	3,072	(10%)	6.0x	25.1x	(19%)	
Median	\$ 10,332	\$ 10,722	\$ 1,326	\$ 19	(15%)	6.2x	39.1x	(25%)	
Mean	\$ 14,714	\$ 16,151	\$ 2,655	\$ 342	(38%)	6.6x	41.4x	(30%)	

Public Company Valuations by Categories

Communication & Collaboration (US \$ in millions)		Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
Ticker				Rev	EBITDA	EBITDA	Rev	EBITDA		
Zoom Video Communications	ZM	\$21,404	\$20,408	\$4,347	\$498	11%	4.7x	41.0x	(65%)	
DocuSign	DOCU	11,974	12,179	2,437	(28)	(1%)	5.0x	nm	(64%)	
Twilio	TWLO	9,407	10,027	3,644	(1,037)	(28%)	2.8x	nm	(82%)	
Dropbox	DBX	8,608	10,516	2,292	517	23%	4.6x	20.3x	(5%)	
Smartsheet	SMAR	5,582	5,458	712	(204)	(29%)	7.7x	nm	0%	
Five9	FIVN	5,168	5,829	744	(32)	(4%)	7.8x	nm	(48%)	
Workiva	WK	4,412	4,557	515	(77)	(15%)	8.9x	nm	(37%)	
Box	BOX	4,529	4,748	968	89	9%	4.9x	53.1x	18%	
RingCentral	RNG	4,018	5,389	1,912	(458)	(24%)	2.8x	nm	(78%)	
Asana	ASAN	3,294	3,043	509	(387)	(76%)	6.0x	nm	(81%)	
PagerDuty	PD	2,346	2,386	348	(119)	(34%)	6.9x	nm	0%	
Everbridge	EVBG	1,257	1,582	418	(20)	(5%)	3.8x	nm	(55%)	
Bandwidth (US)	BAND	650	1,135	542	25	5%	2.1x	44.9x	(66%)	
Agora	API	448	422	161	(99)	(61%)	2.6x	nm	(78%)	
Ribbon Communications	RBBN	506	846	817	(142)	(17%)	1.0x	nm	(55%)	
Ooma	Ooma	351	345	210	3	1%	1.6x	nm	(33%)	
Median		\$ 4,215	\$ 4,652	\$ 728	\$ (54)	(10%)	4.6x	42.9x	(55%)	
Mean		\$ 5,247	\$ 5,554	\$ 1,286	\$ (92)	(15%)	4.6x	39.8x	(46%)	

Data & Analytics (US \$ in millions)		Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
Ticker				Rev	EBITDA	EBITDA	Rev	EBITDA		
Snowflake(Database Software)	SNOW	\$47,983	\$47,418	\$1,860	(\$730)	(39%)	25.5x	nm	0%	
Palantir Technologies	PLTR	15,289	13,123	1,830	(508)	(28%)	7.2x	nm	(63%)	
Akamai Technologies	AKAM	13,969	16,665	3,594	1,282	36%	4.6x	13.0x	(26%)	
MongoDB	MDB	14,595	14,780	1,189	(326)	(27%)	12.4x	nm	(59%)	
Nutanix	NTNX	7,667	8,627	1,636	(320)	(20%)	5.3x	nm	4%	
Elasticsearch	ESTC	5,743	5,485	978	(183)	(19%)	5.6x	nm	(53%)	
Alteryx	AYX	3,518	4,373	728	(271)	(37%)	6.0x	nm	(20%)	
CommVault Systems	CVLT	2,880	2,631	794	53	7%	3.3x	49.5x	(6%)	
Appian	APPN	2,753	2,762	447	(136)	(30%)	6.2x	nm	(47%)	
Udemy	UDMY	1,700	1,287	599	(122)	(20%)	2.1x	nm	(34%)	
Amplitude	AMPL	1,505	1,269	222	(86)	(39%)	5.7x	nm	0%	
Health Catalyst	HCAT	613	737	272	(101)	(37%)	2.7x	nm	(72%)	
Median		\$ 4,631	\$ 4,929	\$ 886	\$ (159)	(28%)	5.7x	31.2x	(30%)	
Mean		\$ 9,851	\$ 9,930	\$ 1,179	\$ (121)	(21%)	7.2x	31.2x	(31%)	

Public Company Valuations

DevOps (US \$ in millions)	Ticker	Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
				Rev	EBITDA	EBITDA	Rev	EBITDA		
Atlassian	TEAM	\$38,290	\$38,133	\$2,996	(\$75)	(3%)	12.7x	nm	(58%)	
Datadog	DDOG	25,557	26,099	1,532	20	1%	17.0x	nm	(54%)	
Splunk	SPLK	14,995	18,234	3,304	(492)	(15%)	5.5x	nm	0%	
Unity	U	13,111	13,683	1,256	(600)	(48%)	10.9x	nm	(79%)	
Dynatrace	DT	11,747	11,466	1,040	131	13%	11.0x	87.5x	(32%)	
GitLab	GTLB	7,440	7,068	379	(188)	(50%)	18.6x	nm	0%	
New Relic	NEWR	4,275	4,356	853	(134)	(16%)	5.1x	nm	(40%)	
JFrog	FROG	2,336	2,305	263	(73)	(28%)	8.8x	nm	(23%)	
Fastly	FSLY	1,169	1,917	411	(110)	(27%)	4.7x	nm	(78%)	
UserTesting	USER	1,068	918	185	(63)	(34%)	5.0x	nm	0%	
Sumo Logic	SUMO	1,069	980	288	(112)	(39%)	3.4x	nm	(42%)	
Median		\$ 7,440	\$ 7,068	\$ 853	\$ (110)	(27%)	8.8x	87.5x	(40%)	
Mean		\$ 11,005	\$ 11,378	\$ 1,137	\$ (154)	(22%)	9.3x	87.5x	(37%)	

Ecommerce (US \$ in millions)	Ticker	Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
				Rev	EBITDA	EBITDA	Rev	EBITDA		
Zuora	ZUO	\$864	\$940	\$384	(\$95)	(25%)	2.5x	nm	(68%)	
VTEX	VTEX	709	687	149	(59)	(39%)	4.6x	nm	0%	
BigCommerce	BIGC	686	936	272	(131)	(48%)	3.4x	nm	(75%)	
Median		\$ 709	\$ 936	\$ 272	\$ (95)	(39%)	3.4x	nm	(68%)	
Mean		\$ 753	\$ 854	\$ 268	\$ (95)	(37%)	3.5x	nm	(48%)	

Education (US \$ in millions)	Ticker	Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
				Rev	EBITDA	EBITDA	Rev	EBITDA		
Qualtrics	XM	\$6,333	\$5,876	\$1,386	(\$997)	(72%)	4.2x	nm	0%	
Instructure	INST	3,523	3,780	461	92	20%	8.2x	41.0x	5%	
2U	TWOU	614	1,487	971	(192)	(20%)	1.5x	nm	(65%)	
Kaltura	KLTR	237	244	167	(58)	(34%)	1.5x	nm	0%	
Median		\$ 2,068	\$ 2,634	\$ 716	\$ (125)	(27%)	2.9x	41.0x	0%	
Mean		\$ 2,677	\$ 2,847	\$ 746	\$ (289)	(27%)	3.9x	41.0x	(15%)	

Entertainment (US \$ in millions)	Ticker	Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
				Rev	EBITDA	EBITDA	Rev	EBITDA		
Netflix	NFLX	\$141,441	\$149,215	\$31,473	\$19,845	63%	4.7x	7.5x	(51%)	
Spotify	SPOT	15,319	14,291	12,172	80	1%	1.2x	nm	(69%)	
Match Group	MTCH	12,446	15,934	3,209	260	8%	5.0x	61.3x	(67%)	
Peloton (Recreational Goods)	PTON	4,135	5,660	3,393	(2,649)	(78%)	1.7x	nm	(73%)	
Sprout Social	SPT	3,525	3,452	237	(44)	(19%)	14.5x	nm	0%	
Median		\$ 12,446	\$ 14,291	\$ 3,393	\$ 80	1%	4.7x	34.4x	(67%)	
Mean		\$ 35,373	\$ 37,710	\$ 10,097	\$ 3,498	(5%)	5.4x	34.4x	(52%)	

Financial (US \$ in millions)	Ticker	Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
				Rev	EBITDA	EBITDA	Rev	EBITDA		
Intuit	INTU	\$117,685	\$123,161	\$13,316	\$3,276	25%	9.2x	37.6x	(36%)	
Adyen	ADYEN	48,891	43,313	8,321	836	10%	5.2x	51.8x	(40%)	
Block	SQ	42,613	43,319	16,959	(191)	(1%)	2.6x	nm	(61%)	
Bill.com	BILL	13,088	13,335	754	(250)	(33%)	17.7x	nm	(54%)	
Black Knight	BKI	9,443	12,137	1,555	628	40%	7.8x	19.3x	(28%)	
Coupa	COUP	5,989	7,666	818	(132)	(16%)	9.4x	nm	(50%)	
BlackLine	BL	4,244	5,453	498	(38)	(8%)	10.9x	nm	(34%)	
Clearwater Analytics	CWAN	3,457	3,243	291	2	1%	11.2x	nm	0%	
nCino	NCNO	3,005	2,975	374	(78)	(21%)	8.0x	nm	(54%)	
EngageSmart	ESMT	2,841	2,581	282	31	11%	9.2x	83.5x	0%	
Vertex	VERX	2,368	2,371	472	53	11%	5.0x	44.3x	0%	
Q2 Software	QTWO	1,596	2,136	551	(30)	(6%)	3.9x	nm	0%	
IntApp	INTA	1,561	1,537	289	(79)	(27%)	5.3x	nm	0%	
EverCommerce	EVCN	1,281	1,730	595	77	13%	2.9x	22.4x	0%	
Expensify	EXFY	785	747	166	(29)	(18%)	4.5x	nm	0%	
Enfusion	ENFN	659	595	142	(301)	(213%)	4.2x	nm	0%	
Domo	DOMO	574	633	299	(113)	(38%)	2.1x	nm	(67%)	
Median		\$ 3,005	\$ 2,975	\$ 498	\$ (30)	(6%)	5.3x	41.0x	(28%)	
Mean		\$ 15,299	\$ 15,702	\$ 2,687	\$ 215	(16%)	7.0x	43.1x	(25%)	

Public Company Valuations

Food Delivery (US \$ in millions)		Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
Ticker	Rev			EBITDA	EBITDA	Rev	EBITDA			
Jamf	JAMF	\$2,815	\$2,953	\$452	(\$89)	(20%)	6.5x	nm	(37%)	
Olo	OLO	1,185	837	176	(42)	(24%)	4.8x	nm	0%	
Median		\$ 2,000	\$ 1,895	\$ 314	\$ (66)	(22%)	5.6x	nm	(19%)	
Mean		\$ 2,000	\$ 1,895	\$ 314	\$ (66)	(22%)	5.6x	nm	(19%)	

Healthcare (US \$ in millions)		Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
Ticker	Rev			EBITDA	EBITDA	Rev	EBITDA			
Veeva Systems	VEEV	\$27,443	\$26,640	\$2,077	\$522	25%	12.8x	51.1x	(34%)	
Teladoc Health	TDOC	4,595	5,284	2,323	(9,633)	(415%)	2.3x	nm	(72%)	
Definitive Healthcare	DH	1,290	1,340	208	25	12%	6.4x	53.4x	0%	
Replicel Life Sciences	RP	3	3	0	(3)	(1,084%)	10.2x	nm	(69%)	
Median		\$ 2,943	\$ 3,312	\$ 1,143	\$ 11	(201%)	8.3x	52.2x	(52%)	
Mean		\$ 8,333	\$ 8,317	\$ 1,152	\$ (2,272)	(365%)	7.9x	52.2x	(44%)	

Human Capital Management (US \$ in millions)		Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
Ticker	Rev			EBITDA	EBITDA	Rev	EBITDA			
Workday	WDAY	\$46,078	\$47,763	\$5,946	\$124	2%	8.0x	nm	(36%)	
Paycom Software	PAYC	19,670	19,382	1,290	434	34%	15.0x	44.7x	0%	
Paylocity	PCTY	11,684	11,694	924	134	14%	12.7x	87.6x	0%	
Ceridian HCM	CDAY	10,621	11,473	1,192	42	4%	9.6x	nm	(36%)	
Monday.com	MNDY	5,525	4,756	465	(168)	(36%)	10.2x	nm	0%	
Paycor	PYCR	4,734	4,659	455	4	1%	10.2x	nm	(10%)	
Freshworks	FRSH	4,362	3,960	470	(223)	(47%)	8.4x	nm	0%	
Median		\$ 10,621	\$ 11,473	\$ 924	\$ 42	2%	10.2x	66.1x	0%	
Mean		\$ 14,668	\$ 14,812	\$ 1,535	\$ 49	(4%)	10.6x	66.1x	(12%)	

Internet (US \$ in millions)		Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
Ticker	Rev			EBITDA	EBITDA	Rev	EBITDA			
GoDaddy	GDDY	\$11,910	\$15,104	\$4,071	\$683	17%	3.7x	22.1x	3%	
Wix.com	WIX	4,985	5,821	1,366	(62)	(5%)	4.3x	nm	(44%)	
Median		\$ 8,447	\$ 10,463	\$ 2,718	\$ 311	6%	4.0x	22.1x	(21%)	
Mean		\$ 8,447	\$ 10,463	\$ 2,718	\$ 311	6%	4.0x	22.1x	(21%)	

Other (US \$ in millions)		Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
Ticker	Rev			EBITDA	EBITDA	Rev	EBITDA			
Autodesk	ADSK	\$43,166	\$44,536	\$4,898	\$1,018	21%	9.1x	43.8x	(30%)	
Bentley Systems	BSY	11,354	13,107	1,080	297	28%	12.1x	44.1x	0%	
PTC	PTC	14,954	16,222	1,933	571	30%	8.4x	28.4x	2%	
Blackbaud	BLKB	3,112	3,989	1,031	87	8%	3.9x	46.1x	(27%)	
Ansys	ANSS	22,309	22,540	2,027	680	34%	11.1x	33.1x	0%	
Guidewire Software	GWRE	5,384	5,618	842	(208)	(25%)	6.7x	nm	(44%)	
Toast	TOST	10,295	9,745	2,475	(159)	(6%)	3.9x	nm	0%	
Procore	PCOR	7,298	7,119	664	(231)	(35%)	10.7x	nm	(33%)	
AppFolio	APPF	4,042	4,028	443	(9)	(2%)	9.1x	nm	(12%)	
Agrify	AGFY	7	39	78	(153)	(198%)	0.5x	nm	0%	
Duck Creek Technologies	DCT	1,623	1,491	303	14	5%	4.9x	nm	(60%)	
DISCO	LAW	434	232	136	(58)	(43%)	1.7x	nm	0%	
Median		\$ 6,341	\$ 6,368	\$ 937	\$ 2	1%	7.5x	43.8x	(6%)	
Mean		\$ 10,332	\$ 10,722	\$ 1,326	\$ 154	(15%)	6.8x	39.1x	(17%)	

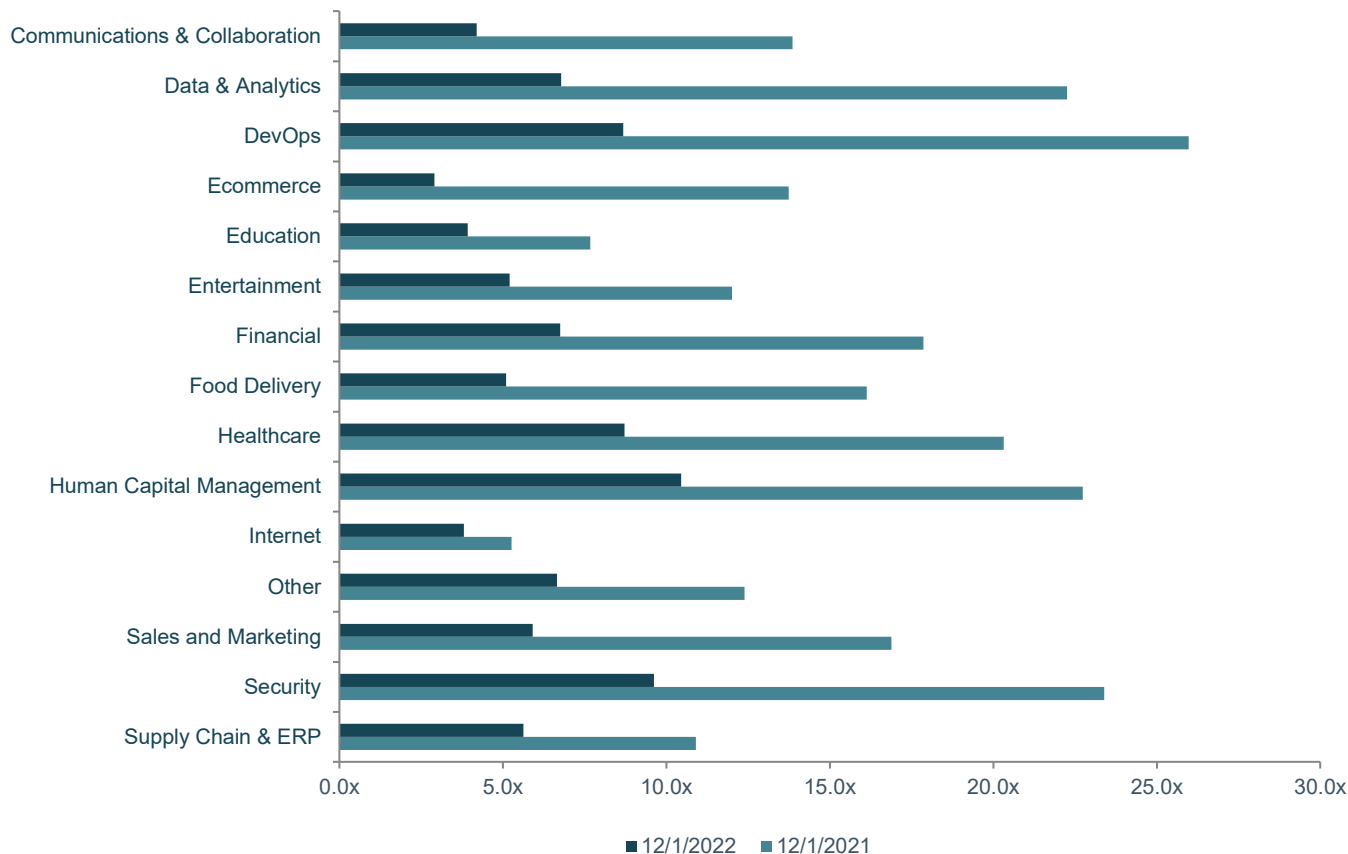
Sales and Marketing (US \$ in millions)		Market Cap	Enterprise Value	LTM		LTM Margin		EV / LTM		52-Week Change
Ticker	Rev			EBITDA	EBITDA	Rev	EBITDA			
Adobe Systems	ADBE	\$158,029	\$158,800	\$17,191	\$6,900	40%	9.2x	23.0x	(41%)	
Salesforce	CRM	134,750	142,672	30,294	4,339	14%	4.7x	32.9x	0%	
The Trade Desk	TTD	24,936	24,208	1,483	38	3%	16.3x	nm	(48%)	
HubSpot	HUBS	15,231	15,636	1,631	(48)	(3%)	9.6x	nm	(55%)	
ZoomInfo Technologies	ZI	12,659	13,567	1,019	279	27%	13.3x	48.6x	(52%)	
Pegasystems	PEGA	3,124	3,698	1,238	(218)	(18%)	3.0x	nm	(65%)	
Braze	BRZE	2,708	2,714	327	(146)	(45%)	8.3x	nm	0%	
Sprinklr	CXM	2,321	2,179	589	(73)	(12%)	3.7x	nm	0%	
LiveRamp Holdings	RAMP	1,577	1,143	572	(71)	(12%)	2.0x	nm	(50%)	
Momentive	MNTV	1,171	1,213	476	(85)	(18%)	2.5x	nm	(63%)	
Yext	YEXT	807	765	400	(53)	(13%)	1.9x	nm	(40%)	
Cyren	CYRN	5	6	32	(15)	(48%)	0.2x	nm	(89%)	
Median		\$ 2,916	\$ 3,206	\$ 804	\$ (50)	(12%)	4.2x	32.9x	(49%)	
Mean		\$ 29,776	\$ 30,550	\$ 4,604	\$ 904	(7%)	6.2x	34.8x	(42%)	

Public Company Valuations

Security (US \$ in millions)	Ticker	Market Cap	Enterprise Value	LTM		LTM Margin	EV / LTM		52-Week
				Rev	EBITDA	EBITDA	Rev	EBITDA	Change
Palo Alto Networks	PANW	\$48,447	\$50,341	\$5,818	\$178	3%	8.7x	13.1x	0%
CrowdStrike Holdings	CRWD	28,261	26,563	2,035	(56)	(3%)	13.1x	nm	(44%)
Zscaler	ZS	17,758	17,893	1,216	(277)	(23%)	14.7x	nm	(62%)
Check Point Software Technologies	CHKP	16,695	16,268	2,291	888	39%	7.1x	18.3x	14%
Cloudflare	NET	17,194	18,623	894	(99)	(11%)	20.8x	nm	(64%)
Okta	OKTA	11,359	13,455	1,731	(750)	(43%)	7.8x	nm	0%
F5 Networks	FFIV	9,180	9,087	2,696	501	19%	3.4x	18.1x	(37%)
CyberArk Software	CYBR	5,739	5,983	574	(119)	(21%)	10.4x	nm	(19%)
Qualys	QLYS	4,478	4,324	469	161	34%	9.2x	26.9x	0%
KnowBe4	KNBE	5,502	5,173	311	32	10%	16.6x	nm	0%
Tenable	TENB	4,543	4,677	648	(51)	(8%)	7.2x	nm	(29%)
ForgeRock	FORG	2,011	1,923	202	(56)	(28%)	9.5x	nm	0%
Rapid7	RPD	2,249	2,998	652	(104)	(16%)	4.6x	nm	(69%)
Median		\$ 9,180	\$ 9,087	\$ 894	\$ (56)	(8%)	9.2x	18.3x	(19%)
Mean		\$ 13,340	\$ 13,639	\$ 1,503	\$ 19	(4%)	10.2x	21.1x	(24%)

Supply Chain & ERP (US \$ in millions)	Ticker	Market Cap	Enterprise Value	LTM		LTM Margin	EV / LTM		52-Week
				Rev	EBITDA	EBITDA	Rev	EBITDA	Change
Oracle	ORCL	\$220,607	\$304,713	\$46,073	\$17,704	38%	6.6x	17.2x	(17%)
ServiceNow	NOW	84,515	85,392	6,919	668	10%	12.3x	nm	0%
Tyler Technologies	TYL	13,933	14,884	1,832	377	21%	8.1x	39.4x	(36%)
C3.ai	AI	1,438	1,163	270	(241)	(89%)	4.3x	nm	(61%)
WalkMe	WKME	881	692	233	(108)	(46%)	3.0x	nm	0%
Upland Software	UPLD	249	533	314	29	9%	1.7x	18.6x	0%
Median		\$ 7,685	\$ 8,023	\$ 1,073	\$ 203	9%	5.5x	18.6x	(9%)
Mean		\$ 53,604	\$ 67,896	\$ 9,273	\$ 3,072	(10%)	6.0x	25.1x	(19%)

Meridian SaaS Index Valuation Multiples YoY Comparison (EV/Revenue)



Selected SaaS M&A Transactions

Companies	Deal Date	Investors	Description	EV (\$ in M)	EV/Revenue	EV/EBITDA
FormSwift	Dec-22	Dropbox	Provider of cloud-based solutions to help businesses of all sizes build, edit, approve, share and print personalized templates and documents.	\$95	nm	nm
Coupa	Dec-22	Thoma Bravo	Cloud-based provider of business spending management, or BSM, solutions.	6,150	10.2x	nm
Hyros	Dec-22	Banzai International	Developer of a cloud-based ad-tracking platform designed to make it easy for online businesses to understand their sales data and make profitable decisions.	110	nm	nm
Attraqt Group	Dec-22	Crownpeak Technology	Provider of visual merchandising and searches services to online retailers through Cloud-based SaaS platform.	72	2.3x	nm
Zendesk	Nov-22	Abu Dhabi Investment Authority	Provider of customer engagement software solutions.	8,862	5.6x	nm
Computer Services	Nov-22	Bridgeport Partners	Developer of technology solutions to banks, financial institutions, and other businesses nationwide.	1,540	4.7x	15.2x
ChannelAdvisor	Nov-22	CommerceHub	Provider of SaaS solutions for retailers and manufacturers.	575	3.3x	29.7x
Rx Savings Solutions	Nov-22	McKesson	Developer of a SaaS-based healthcare platform intended to save employers, employees and health plan money on prescription medications.	875	nm	nm
Avalara	Oct-22	Vista Equity Partners	Provider of compliance solutions.	6,939	8.8x	nm
The Nielsen Company	Oct-22	Brookfield Business Partners	Provider of audience measurement, data and analytics services.	15,234	4.3x	11.5x
Trader Interactive	Oct-22	Carsales.com	Provider of online advertising and marketing services intended to serve power sport, recreational vehicle, commercial truck and equipment industries.	1,796	nm	1.0x
RapidMiner	Sep-22	Altair Engineering	Developer of a data science platform designed to transform data into simplified business outcomes.	100	nm	nm
Rx Savings Solutions	Sep-22	McKesson	Developer of a SaaS-based healthcare platform.	875	nm	nm
Figma	Sep-22	Adobe Systems	Developer of a design tool built to help companies brainstorm, design, and build better products from start to finish.	20,000	nm	nm
ChannelAdvisor	Sep-22	CommerceHub	Provider of Software-as-a-Service solutions for retailers and manufacturers.	641	3.7x	30.1x
Tufin	Aug-22	Turn/River Capital	Provider of software-based solutions that help organizations visualize, define and enforce a unified security policy.	492	4.1x	nm
Computer Services	Aug-22	Bridgeport Partners	Provider of technology solutions to banks, financial institutions, and other businesses nationwide.	1,524	4.8x	14.4x
SailPoint Technologies	Aug-22	Thoma Bravo	Provider of enterprise identity governance solutions.	8,486	17.1x	nm
Avalara	Aug-22	Vista Equity Partners	Provider of software solutions that help businesses comply with tax requirements for transactions worldwide.	6,939	8.8x	nm
Brightly Software	Aug-22	Siemens	Developer of a cloud-based operations management software.	1,875	nm	nm
Ping Identity	Aug-22	Thoma Bravo	Provider of services to secure access to any service, application or API from any device.	2,590	8.4x	nm
EVO Payments	Aug-22	Global Payments	Provider of payment processing services.	3,561	6.7x	23.8x
Information Resources	Aug-22	Hellman & Friedman	Provider of big data, predictive analytics and forward-looking insights to help businesses power action and growth.	8,000	nm	nm
PrescribeWellness	Aug-22	BlackRock	Developer of a cloud-based patient relationship management software.	140	nm	nm
ADVA Optical Networking	Jul-22	Adtran	Provider of optical and Ethernet-based networking solutions to telecommunications carriers and enterprises.	722	1.0x	17.0x
SundaySky	Jul-22	Clearhaven Partners	Developer of a video engagement platform designed to engage people with personalized brands.	100	nm	nm
GTY Technology Holdings	Jul-22	GI Partners	Provider of a cloud-based suite of solutions for North American state and local governments.	361	5.7x	nm
Dan.com	Jul-22	GoDaddy	Developer of an online domain marketplace designed to make unused domains accessible to all.	75	nm	nm
Budderfly	Jun-22	Partners Group	Developer of energy management systems developed to maximize energy savings.	500	nm	nm
Trader Interactive	Jun-22	Carsales.com	Provider of online advertising and marketing services.	1,902	nm	nm
Zendesk	Jun-22	Abu Dhabi Investment Authority	Provider of customer engagement software solutions via single applications or the Sunshine suite.	9,101	6.4x	nm
Datto	Jun-22	Insight Partners	Provider of cloud-based software and technology solutions.	6,009	9.3x	53.5x

Meridian Capital Sector Coverage

- Cloud Technology Solutions
- Data & Business Analytics
- E-Commerce
- Enterprise Solutions
- FinTech
- HealthTech
- Healthcare IT
- Infrastructure & Ops Software
- IT Infrastructure
- Software
- SaaS – Vertical
- SaaS – Horizontal

Meridian Capital Transaction Experience

<p>Office Ally</p>  <p>- Acquired by -</p> 	<p>Health Perspectives Group</p>  <p>- Acquired by -</p> 	<p>Crosslake Technologies</p>  <p>- Acquired by -</p> 	<p>Subsplash</p>  <p>- Growth Equity Financing by -</p> 
<p>Thomson</p>  <p>- Acquired -</p> 	<p>Pushpay</p>  <p>- Buy-side Advisory -</p> 	<p>TINYpulse</p>  <p>- Acquired by -</p> 	<p>Accelalpha</p>  <p>- Recapitalized by -</p> 
<p>QC Data</p>  <p>- Acquired by -</p> 	<p>Cyient</p>  <p>- Buy-side Advisory -</p> 	<p>Growler</p>  <p>- Acquired by -</p> 	<p>Bridger Technologies</p>  <p>- Acquired by -</p> 
<p>Xtreme Consulting</p>  <p>- Acquired by -</p> 	<p>Nirvana Soft</p>  <p>- Acquired by -</p> 	<p>Apollo Video Technology</p>  <p>- Acquired by -</p> 	<p>Professional Publications, Inc.</p>  <p>- Acquired by -</p> 



MERIDIAN CAPITAL
INVESTMENT BANKERS

Helping **middle market business** owners with their
M&A and corporate finance goals **since 1995.**

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Meridian Capital has been helping middle market business owners with their M&A and corporate finance goals since 1995.

A West Coast M&A advisory firm, which has served as a trusted advisor to business owners on complex corporate finance, M&A, and strategic challenges for over 20 years. The firm differentiates itself through its deep industry insights, highly customized service approach, and end-to-end commitment to execution.

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