



Industry Update
Business Services
Q3 2020

1

Financial Performance

Size Profile, LTM Financials, Forward Estimates

(USD in millions, except per share data)

Company Name	Ticker	Size Profile			LTM Operating Data		Forward Estimates		
		Price at 09/30/20	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2020 Est. Revenue	2020 Est. EBITDA
Advertising									
Omnicom Group Inc.	OMC	\$49.50	59.8%	\$14,951	\$23,780	\$13,555	\$2,086	\$13,047	\$1,934
The Interpublic Group of Companies, Inc.	IPG	\$16.67	66.2%	\$11,879	\$16,075	\$8,213	\$1,296	\$8,108	\$1,244
Lamar Advertising Company (REIT)	LAMR	\$66.17	68.3%	\$11,641	\$0	\$1,603	\$658	\$1,530	\$616
Clear Channel Outdoor Holdings, Inc.	CCO	\$1.00	32.3%	\$6,721	\$5,564	\$2,264	\$274	\$1,801	\$78
Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency									
S&P Global Inc.	SPGI	\$360.60	94.9%	\$89,845	\$11,452	\$7,310	\$4,046	\$7,318	\$3,993
Moody's Corporation	MCO	\$289.85	94.7%	\$59,174	\$11,672	\$5,314	\$2,691	\$5,269	\$2,639
Equifax Inc.	EFX	\$156.90	86.3%	\$21,327	\$9,250	\$3,915	\$1,041	\$4,000	\$1,399
Services to Dwellings and Other Buildings									
Rollins, Inc.	ROL	\$54.19	94.8%	\$21,031	\$1,806	\$2,131	\$442	\$2,153	\$454
ABM Industries Incorporated	ABM	\$36.66	89.9%	\$3,206	\$3,668	\$6,151	\$371	\$5,792	\$382
Healthcare Services Group, Inc.	HCSG	\$21.53	68.8%	\$1,561	\$754	\$1,784	\$125	\$1,763	\$133
Miscellaneous Equipment Rental and Leasing									
TAL Education Group	TAL	\$76.04	90.9%	\$41,499	\$6,700	\$3,701	\$172	\$3,963	\$238
United Rentals, Inc.	URI	\$174.50	93.4%	\$24,175	\$17,908	\$8,707	\$2,368	\$8,401	\$3,884
Aaron's Holdings Company, Inc.	AAN	\$56.65	72.0%	\$4,009	\$2,885	\$4,187	\$527	\$4,217	\$545
Rent-A-Center, Inc.	RCII	\$29.89	89.2%	\$1,919	\$1,668	\$2,766	\$328	\$2,808	\$320

Financial Performance (cont.)

Size Profile, LTM Financials, Forward Estimates

(USD in millions, except per share data)

Company Name	Ticker	Size Profile			LTM Operating Data		Forward Estimates		
		Price at 09/30/20	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2020 Est. Revenue	2020 Est. EBITDA
Personnel Supply Services									
Robert Half International Inc.	RHI	\$52.94	82.9%	\$5,582	\$2,563	\$5,342	\$508	\$5,043	\$457
ASGN Incorporated	ASGN	\$63.56	84.9%	\$4,640	\$3,212	\$3,964	\$403	\$3,907	\$426
ManpowerGroup Inc.	MAN	\$73.33	72.6%	\$4,216	\$8,949	\$18,143	\$394	\$17,621	\$352
Korn Ferry	KFY	\$29.00	65.9%	\$1,800	\$2,618	\$1,792	\$192	\$1,563	\$138
TrueBlue, Inc.	TBI	\$15.49	62.0%	\$545	\$908	\$1,919	\$41	\$1,826	\$28

2

Valuation Metrics

Return Profile, Trading Multiples

Company Name	Ticker	Return Profile					Trading Multiples		
		Return on Assets	Return on Equity	Revenue Growth	EBITDA Margin	EBITDA Growth	5-yr Beta	TEV / LTM Revenue	TEV / LTM EBITDA
Advertising									
Omnicom Group Inc.	OMC	4.9%	31.9%	-9.0%	15.4%	-8.7%	0.6x	1.2x	7.9x
The Interpublic Group of Companies, Inc.	IPG	3.9%	20.7%	-4.6%	15.8%	-7.3%	0.9x	1.5x	9.5x
Lamar Advertising Company (REIT)	LAMR	4.3%	20.6%	-6.7%	40.8%	-12.4%	1.3x	7.2x	17.7x
Clear Channel Outdoor Holdings, Inc.	CCO	-1.3%	N/A	-23.4%	7.6%	-73.8%	2.2x	3.4x	45.3x
	Mean	3.0%	24.4%	-10.9%	19.9%	-25.6%	1.3x	3.3x	20.1x
	Median	4.1%	20.7%	-7.9%	15.6%	-10.5%	1.1x	2.5x	13.6x
Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency									
S&P Global Inc.	SPGI	22.2%	96.2%	12.4%	55.3%	24.3%	1.0x	11.8x	21.4x
Moody's Corporation	MCO	14.6%	152.3%	14.1%	50.6%	23.0%	1.2x	10.6x	21.0x
Equifax Inc.	EFX	4.9%	16.2%	13.9%	26.6%	48.2%	1.2x	5.8x	21.8x
	Mean	13.9%	88.2%	13.5%	44.2%	31.8%	1.2x	9.4x	21.4x
	Median	14.6%	96.2%	13.9%	50.6%	24.3%	1.2x	10.6x	21.4x
Services to Dwellings and Other Buildings									
Rollins, Inc.	ROL	12.4%	28.6%	9.0%	20.8%	13.7%	0.5x	9.1x	44.0x
ABM Industries Incorporated	ABM	4.6%	-0.3%	-5.4%	6.0%	17.5%	1.3x	0.5x	8.7x
Healthcare Services Group, Inc.	HCSG	9.4%	19.5%	-5.5%	7.0%	22.8%	0.4x	0.9x	12.3x
	Mean	8.8%	15.9%	-0.6%	11.3%	18.0%	0.7x	3.5x	21.7x
	Median	9.4%	19.5%	-5.4%	7.0%	17.5%	0.5x	0.9x	12.3x

Valuation Metrics (cont.)

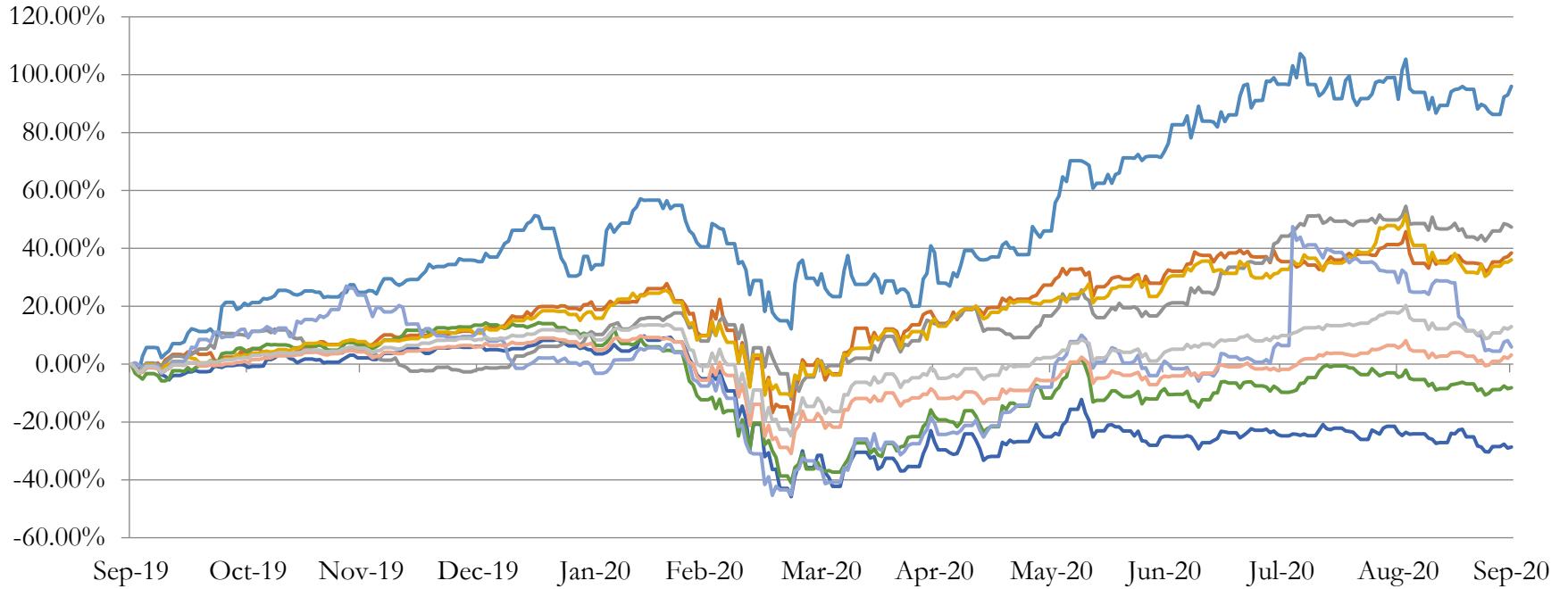
Return Profile, Trading Metrics

Company Name	Ticker	Return Profile						Trading Multiples	
		Return on Assets	Return on Equity	Revenue Growth	EBITDA Margin	EBITDA Growth	5-yr Beta	TEV / LTM Revenue	TEV / LTM EBITDA
Miscellaneous Equipment Rental and Leasing									
TAL Education Group	TAL	0.5%	0.4%	25.4%	4.7%	-58.7%	0.1x	11.4x	244.1x
United Rentals, Inc.	URI	6.6%	23.8%	-5.4%	27.2%	-10.6%	2.2x	2.9x	10.6x
Aaron's Holdings Company, Inc.	AAN	9.1%	-11.9%	6.4%	12.6%	-17.0%	2.0x	1.0x	7.9x
Rent-A-Center, Inc.	RCII	10.6%	39.5%	3.8%	11.9%	65.8%	1.8x	0.7x	6.1x
	Mean	6.7%	12.9%	7.5%	14.1%	-5.1%	1.5x	4.0x	67.2x
	Median	7.9%	12.1%	5.1%	12.2%	-13.8%	1.9x	1.9x	9.3x
Personnel Supply Services									
Robert Half International Inc.	RHI	11.4%	28.2%	-11.2%	9.5%	-22.1%	1.6x	1.2x	13.0x
ASGN Incorporated	ASGN	6.5%	12.9%	3.6%	10.2%	2.1%	2.3x	1.3x	12.4x
ManpowerGroup Inc.	MAN	2.9%	3.2%	-13.9%	2.7%	-41.3%	2.0x	0.3x	10.0x
Korn Ferry	KFY	3.8%	2.6%	-7.9%	10.7%	-31.4%	1.5x	1.1x	10.7x
TrueBlue, Inc.	TBI	0.5%	-27.0%	-21.0%	2.2%	-65.4%	1.7x	0.3x	14.2x
	Mean	5.0%	4.0%	-10.1%	7.1%	-31.6%	1.8x	0.8x	12.1x
	Median	3.8%	3.2%	-11.2%	9.5%	-31.4%	1.7x	1.1x	12.4x

3

LTM Equity Performance

Major Indexes



- Advertising
- Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency
- Services to Dwellings and Other Buildings
- Miscellaneous Equipment Rental and Leasing
- Personnel Supply Services
- Computer Programming, Data Processing, and Other Computer Related Services
- Miscellaneous Business Services
- Dow Jones Industrial Average
- S&P 500

4

Recent M&A Activity

Last Twelve (12) Months as of September 30, 2020

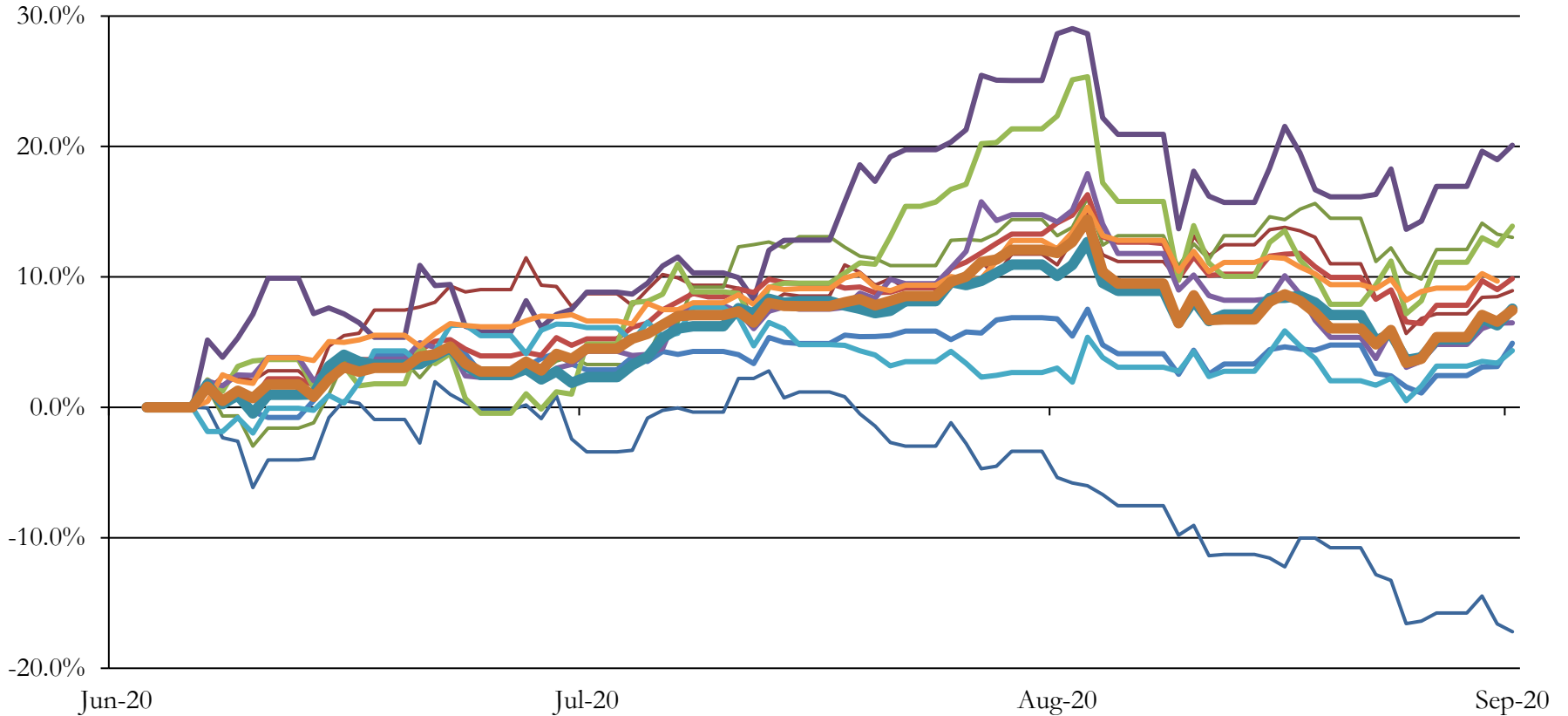
(USD in millions)

Close Date	Target	Acquirer	Implied TEV
Sep-20	Project Viking Holdings, Inc.	Roper Technologies, Inc.	\$5,350
Aug-20	LogMeIn, Inc.	Francisco Partners Management, L.P.; Evergreen Coast Capital Corp.	\$4,558
Oct-19	Assurance IQ, Inc.	Prudential Financial, Inc.	\$3,500
Dec-19	Pivotal Software, Inc.	VMware, Inc.	\$3,106
Jan-20	Cision Ltd.	MJ23 UK Acquisition Limited	\$2,783
Dec-19	Looker Data Sciences, Inc.	Google LLC	\$2,400
Sep-20	RSA Security LLC	AlpInvest Partners B.V.; Symphony Technology Group, LLC; Ontario Teachers'	\$2,075
Oct-19	Carbon Black, Inc.	VMware, Inc.	\$2,060
Oct-19	Rocket Software, Inc.	Bain Capital Private Equity, LP	\$2,000
Mar-20	Instructure, Inc.	Thoma Bravo, LLC	\$1,952
Jun-20	TiVo Corporation	Xperi Corporation (nka:Xperi Holding Corporation)	\$1,930
Aug-20	Forescout Technologies, Inc.	Advent International Corporation; Crosspoint Capital Partners, LP	\$1,607
Apr-20	Saba Software, Inc.	Cornerstone OnDemand, Inc.	\$1,295
Feb-20	Armis, Inc.	Insight Venture Management, LLC; CapitalG Management Company, LLC	\$1,100
Oct-19	SignalFx, Inc.	Splunk Inc.	\$1,050
Jan-20	Shape Security, Inc.	F5 Networks, Inc.	\$1,028
Oct-19	Monotype Imaging Holdings Inc.	HGGC, LLC	\$858
Feb-20	Tegra118 Wealth Solutions, Inc.	Cannae Holdings, Inc.; Motive Capital Management, LLC	\$850
Nov-19	Livermore Software Technology Corporation	ANSYS, Inc.	\$765
Sep-20	Majesco	Thoma Bravo, LLC	\$702
May-20	Innovative Aftermarket Systems, L.P.	iA Financial Corporation Inc.	\$720
Jan-20	Software Solutions Business of Pitney Bowes Inc.	Starfish Parent, LP	\$700
Jun-20	Grindr LLC	N/A	\$625
Dec-19	Buildium, LLC	RealPage, Inc.	\$580
Dec-19	Scout RFP, Inc.	Workday, Inc.	\$513
Oct-19	Lender Performance/Lender Performance Group Blocker/LPGB, Inc./Insight	Q2 Software, Inc.	\$510
Mar-20	Emailage Corp.	LexisNexis Risk Solutions Inc.	\$480
Nov-19	Onshape Inc.	PTC Inc.	\$470
Feb-20	Storm8, Inc.	Stillfront Group AB (publ)	\$404
Apr-20	CLOUDGENIX INC.	Palo Alto Networks, Inc.	\$394

Source: Capital IQ

5 Change in Market Capitalization by Sector

Last Three (3) Months as of September 30, 2020



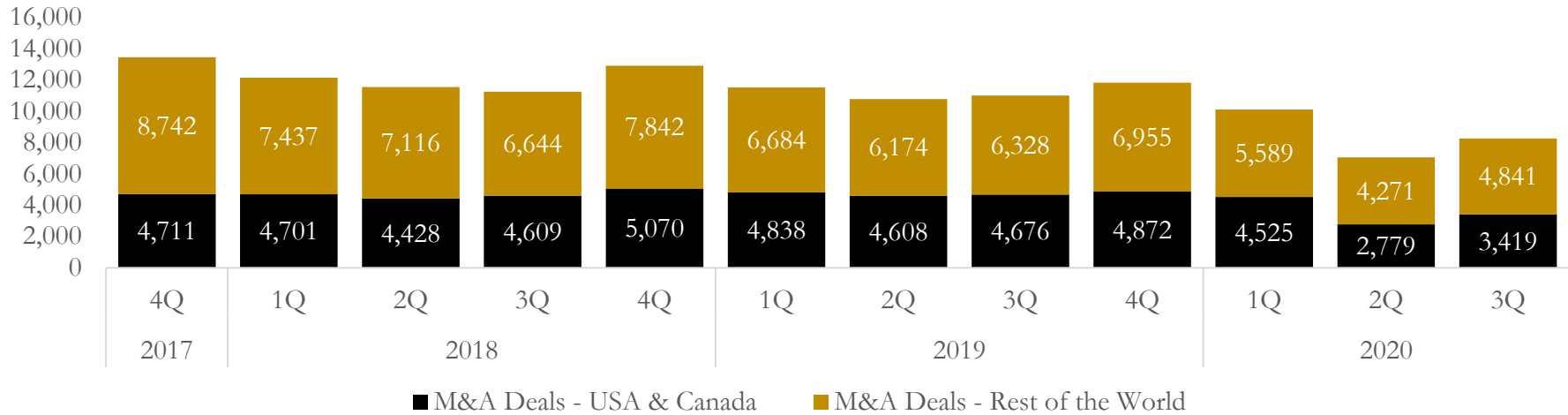
- Energy
- Consumer Discretionary
- Information Technology
- Consumer Staples
- Materials
- Healthcare
- Telecommunication Services
- Dow Jones Industrial Average
- Industrials
- Financials
- Utilities
- S&P 500

6

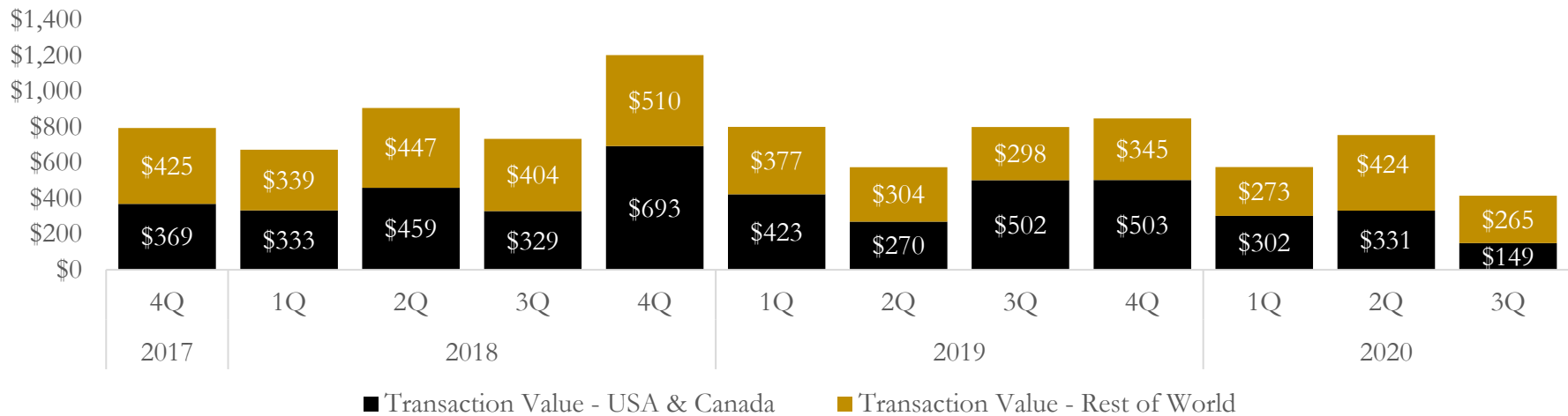
M&A Deal Flow Statistics

Last Three (3) Years as of September 30, 2020

M&A Deal Count - Number of Transactions



M&A Deal Count - Total Transaction Value (\$B)



About Houlihan Capital

Houlihan Capital is a leading, solutions-driven valuation, financial advisory and boutique investment banking firm. We pride ourselves on being thought leaders in an ever-changing landscape.

Houlihan Capital is SOC-compliant, a FINRA and SIPC member and committed to the highest levels of professional ethics and standards.

Valuation & Financial Advisory

We provide an array of services that include enterprise valuations, portfolio valuation, valuation of carried interest, transaction opinions, tax and financial reporting compliance, purchase price allocations, and a wide variety of consulting services through our Financial Advisory Group.

Investment Banking

Through our Investment Banking Group, we offer sell side/buy side advisory and capital raises. Through our Special Situations desk, we provide services that fit outside the archetypal verticals, including liquidity solutions, transactional advisory, and secondary market advisory and trading.

Litigation Support

Our team provides support for a wide variety of situations including commercial and shareholder disputes, derivatives and structured finance litigation, and fraudulent conveyance.

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