



Industry Update
Business Services
Q1 2021

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Financial Performance

Size Profile, LTM Financials, Forward Estimates

(USD in millions, except per share data)

Company Name	Size Profile				LTM Operating Data		Forward Estimates		
	Price at 03/31/21	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2021 Est. Revenue	2021 Est. EBITDA	
Computer Programming, Data Processing, and Other Computer Related Services									
Microsoft Corporation	MSFT	\$235.77	95.8%	\$1,900,380	\$304,137	\$153,284	\$71,687	\$172,629	\$81,349
Alphabet Inc.	GOOG	\$2,068.63	96.1%	\$1,414,749	\$319,616	\$182,527	\$54,903	\$225,229	\$83,060
Facebook, Inc.	FB	\$294.53	96.7%	\$829,332	\$159,316	\$85,965	\$39,533	\$107,684	\$54,688
Oracle Corporation	ORCL	\$70.17	95.3%	\$255,243	\$118,109	\$39,691	\$17,649	\$40,879	\$20,566
Adobe Inc.	ADBE	\$475.37	88.5%	\$246,530	\$24,985	\$13,682	\$5,333	\$15,475	\$7,695
International Business Machines Corporation	IBM	\$133.26	97.2%	\$170,008	\$155,971	\$73,621	\$15,279	\$74,063	\$18,023
Intuit Inc.	INTU	\$383.06	90.4%	\$114,805	\$14,598	\$7,717	\$2,321	\$9,964	\$3,591
Fidelity National Information Services, Inc.	FIS	\$140.61	89.7%	\$112,103	\$83,842	\$12,552	\$4,198	\$13,648	\$6,101
Fiserv, Inc.	FISV	\$119.04	94.3%	\$104,366	\$74,619	\$14,852	\$4,722	\$15,969	\$6,287
Booking Holdings Inc.	BKNG	\$2,329.84	94.3%	\$96,856	\$21,874	\$6,796	\$1,038	\$9,491	\$2,648
Automatic Data Processing, Inc.	ADP	\$188.47	97.4%	\$82,968	\$49,326	\$14,591	\$3,813	\$15,374	\$3,844
Activision Blizzard, Inc.	ATVI	\$93.00	89.0%	\$70,654	\$23,109	\$8,086	\$3,025	\$8,545	\$3,793
VMware, Inc.	VMW	\$150.45	92.9%	\$66,057	\$29,016	\$11,767	\$2,781	\$12,729	\$4,426
eBay Inc.	EBAY	\$61.24	94.4%	\$47,917	\$19,310	\$10,271	\$3,326	\$11,943	\$4,198
Cognizant Technology Solutions Corporation	CTSH	\$78.12	94.4%	\$41,739	\$16,923	\$16,652	\$2,914	\$17,857	\$3,352
Carrefour SA	CA	\$18.13	85.3%	\$30,650	\$58,212	\$88,017	\$4,329	\$72,139	\$4,465
Cerner Corporation	CERN	\$71.88	85.4%	\$22,807	\$7,521	\$5,506	\$1,281	\$5,819	\$1,874
TripAdvisor, Inc.	TRIP	\$53.79	82.8%	\$7,185	\$1,969	\$604	-\$242	\$870	\$141
Symphony Communication Public Company Limited	SYMC	\$0.19	89.6%	\$100	\$141	\$44	\$19	\$0	\$0

Source: Capital IQ

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 03/31/21	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2021 Est. Revenue	2021 Est. EBITDA
Advertising									
Omnicom Group Inc.	OMC	\$74.15	95.1%	\$19,323	\$27,647	\$13,171	\$1,956	\$13,983	\$2,221
The Interpublic Group of Companies, Inc.	IPG	\$29.20	96.0%	\$14,349	\$18,043	\$8,065	\$1,296	\$8,465	\$1,443
Lamar Advertising Company (REIT)	LAMR	\$93.92	93.6%	\$13,656	\$5,791	\$1,569	\$652	\$1,656	\$710
Clear Channel Outdoor Holdings, Inc.	CCO	\$1.80	78.9%	\$7,400	\$5,755	\$1,855	\$71	\$2,134	\$334
Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency									
S&P Global Inc.	SPGI	\$352.87	92.9%	\$93,323	\$12,537	\$7,442	\$4,073	\$7,808	\$4,320
Moody's Corporation	MCO	\$298.61	97.0%	\$63,408	\$12,409	\$5,371	\$2,661	\$5,641	\$2,816
Equifax Inc.	EFX	\$181.13	92.2%	\$25,867	\$9,612	\$4,128	\$1,092	\$4,435	\$1,477
Services to Dwellings and Other Buildings									
Rollins, Inc.	ROL	\$34.42	80.0%	\$17,499	\$1,846	\$2,161	\$456	\$2,319	\$501
ABM Industries Incorporated	ABM	\$51.01	91.9%	\$4,019	\$3,782	\$5,867	\$431	\$6,042	\$396
Healthcare Services Group, Inc.	HCSG	\$28.03	78.3%	\$1,882	\$785	\$1,760	\$126	\$1,666	\$120

Source: Capital IQ

Financial Performance (cont.)

Size Profile, LTM Financials, Forward Estimates

(USD in millions, except per share data)

Company Name		Size Profile			LTM Operating Data		Forward Estimates		
		Price at 03/31/21	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2021 Est. Revenue	2021 Est. EBITDA
Miscellaneous Equipment Rental and Leasing									
United Rentals, Inc.	URI	\$329.31	96.9%	\$33,578	\$17,868	\$8,530	\$2,283	\$8,864	\$4,073
TAL Education Group	TAL	\$53.85	59.2%	\$32,084	\$9,242	\$3,991	\$18	\$5,572	\$421
Rent-A-Center, Inc.	RCII	\$57.66	89.0%	\$3,419	\$1,751	\$2,814	\$330	\$4,363	\$602
The Aaron's Company, Inc.	AAN	\$25.68	82.8%	\$1,031	\$1,353	\$1,735	\$769	\$1,663	\$164
Personnel Supply Services									
Robert Half International Inc.	RHI	\$78.07	93.5%	\$8,924	\$2,557	\$5,109	\$409	\$5,539	\$585
ASGN Incorporated	ASGN	\$95.44	92.9%	\$6,481	\$3,278	\$3,951	\$400	\$4,227	\$467
ManpowerGroup Inc.	MAN	\$98.90	94.4%	\$5,896	\$9,328	\$18,001	\$446	\$19,668	\$556
Korn Ferry	KFY	\$62.37	94.1%	\$3,338	\$2,863	\$1,695	\$197	\$1,932	\$335
TrueBlue, Inc.	TBI	\$22.02	96.2%	\$821	\$981	\$1,846	\$33	\$2,000	\$63

Source: Capital IQ

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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
Computer Programming, Data Processing, and Other Computer Related Services									
Alphabet Inc.	GOOG	8.7%	19.0%	12.8%	30.1%	14.1%	0.0x	7.8x	25.8x
Microsoft Corporation	MSFT	12.8%	42.7%	14.2%	46.8%	17.0%	0.8x	12.4x	26.5x
International Business Machines Corporation	IBM	3.5%	26.4%	-4.6%	20.8%	-9.3%	1.2x	2.3x	11.1x
Facebook, Inc.	FB	14.0%	25.4%	21.6%	46.0%	13.8%	1.3x	9.6x	21.0x
Oracle Corporation	ORCL	9.0%	104.7%	-0.2%	44.5%	7.9%	0.8x	6.4x	14.5x
eBay Inc.	EBAY	9.1%	79.1%	18.9%	32.4%	30.2%	1.2x	4.7x	14.4x
Booking Holdings Inc.	BKNG	1.7%	1.1%	-54.9%	15.3%	-82.1%	1.3x	14.3x	93.3x
VMware, Inc.	VMW	5.0%	25.6%	8.8%	23.6%	22.2%	1.0x	5.6x	23.8x
Automatic Data Processing, Inc.	ADP	4.2%	44.1%	0.8%	26.1%	0.4%	0.7x	5.7x	21.8x
Adobe Inc.	ADBE	12.9%	46.4%	17.3%	39.0%	30.1%	0.9x	18.0x	46.2x
Cognizant Technology Solutions Corporation	CTSH	9.0%	12.7%	-0.8%	17.5%	-12.0%	1.2x	2.5x	14.3x
Intuit Inc.	INTU	12.4%	27.7%	8.3%	30.1%	9.7%	1.0x	14.9x	49.5x
Cerner Corporation	CERN	7.2%	17.7%	-3.3%	23.3%	5.9%	0.7x	4.1x	17.8x
Fidelity National Information Services, Inc.	FIS	1.2%	0.3%	21.5%	33.4%	23.3%	0.8x	8.9x	26.7x
Fiserv, Inc.	FISV	1.3%	2.9%	45.8%	31.8%	42.1%	0.9x	7.0x	22.1x
Carrefour SA	CA	2.7%	7.4%	-2.7%	4.9%	1.3%	0.5x	0.3x	7.1x
TripAdvisor, Inc.	TRIP	-9.4%	-28.2%	-61.3%	-40.1%	N/A	1.5x	11.9x	-29.7x
Symphony Communication Public Company Limited	SYMC	2.8%	4.0%	1.0%	43.4%	1.5%	1.1x	2.3x	5.2x
Activision Blizzard, Inc.	ATVI	8.2%	15.8%	24.6%	37.4%	46.0%	0.6x	8.7x	23.4x
	Mean	6.1%	25.0%	3.6%	26.6%	9.0%	0.9x	7.8x	22.9x
	Median	7.2%	19.0%	8.3%	30.1%	11.8%	0.9x	7.0x	21.8x

Source: Capital IQ

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
Advertising									
Omnicom Group Inc.	OMC	4.0%	27.7%	-11.9%	14.9%	-15.2%	0.9x	1.5x	9.9x
The Interpublic Group of Companies, Inc.	IPG	3.5%	11.8%	-6.5%	16.1%	-7.2%	1.0x	1.8x	11.1x
Lamar Advertising Company (REIT)	LAMR	4.3%	20.4%	-10.5%	41.6%	-14.2%	1.5x	8.7x	20.9x
Clear Channel Outdoor Holdings, Inc.	CCO	-2.0%	N/A	-30.9%	3.8%	-88.4%	2.5x	4.0x	104.6x
	Mean	2.4%	20.0%	-15.0%	19.1%	-31.3%	1.5x	4.0x	36.6x
	Median	3.7%	20.4%	-11.2%	15.5%	-14.7%	1.3x	2.9x	16.0x
Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency									
S&P Global Inc.	SPGI	20.2%	82.3%	11.1%	54.7%	21.1%	0.9x	12.5x	22.9x
Moody's Corporation	MCO	13.5%	136.7%	11.2%	49.5%	17.2%	1.2x	11.8x	23.8x
Equifax Inc.	EFX	4.9%	18.0%	17.7%	26.5%	32.3%	1.3x	6.3x	23.7x
	Mean	12.9%	79.0%	13.3%	43.6%	23.5%	1.1x	10.2x	23.5x
	Median	13.5%	82.3%	11.2%	49.5%	21.1%	1.2x	11.8x	23.7x
Services to Dwellings and Other Buildings									
Rollins, Inc.	ROL	12.8%	29.7%	7.2%	21.1%	14.5%	0.5x	8.1x	38.3x
ABM Industries Incorporated	ABM	5.5%	3.0%	-9.8%	7.3%	26.8%	1.4x	0.7x	9.3x
Healthcare Services Group, Inc.	HCSG	9.7%	21.0%	-4.4%	7.2%	44.8%	0.4x	1.1x	14.9x
	Mean	9.3%	17.9%	-2.3%	11.9%	28.7%	0.8x	3.3x	20.9x
	Median	9.7%	21.0%	-4.4%	7.3%	26.8%	0.5x	1.1x	14.9x

Source: Capital IQ

Valuation Metrics (cont.)

Return Profile, Trading Metrics

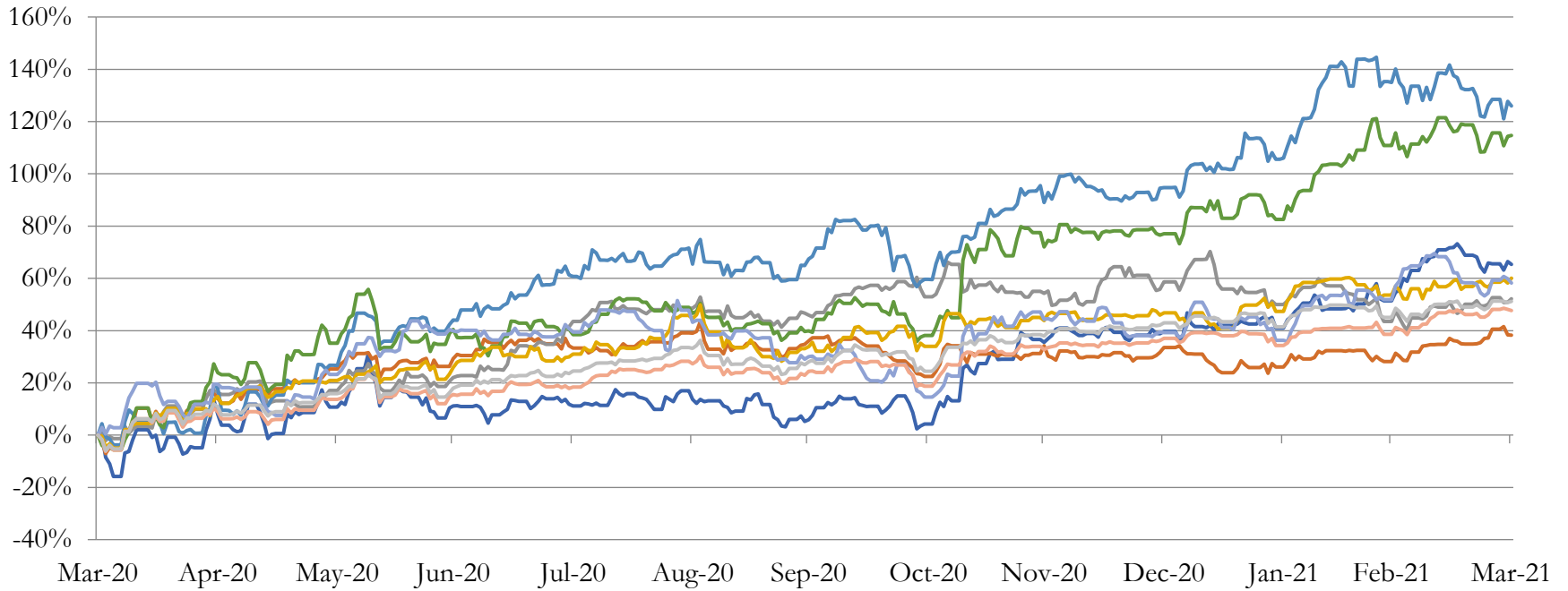
Company Name	Ticker	Return Profile					Trading Multiples		
		Return on Assets	Return on Equity	Revenue Growth	EBITDA Margin	EBITDA Growth	5-yr Beta	TEV / LTM Revenue	TEV / LTM EBITDA
Miscellaneous Equipment Rental and Leasing									
United Rentals, Inc.	URI	6.4%	21.3%	-8.8%	26.8%	-13.9%	2.1x	3.9x	14.7x
TAL Education Group	TAL	-1.0%	-1.7%	27.0%	0.4%	-95.6%	0.1x	8.0x	1811.4x
Rent-A-Center, Inc.	RCII	10.2%	39.6%	5.4%	11.7%	29.4%	1.6x	1.2x	10.4x
The Aaron's Company, Inc.	AAN	7.5%	-34.3%	-2.8%	44.4%	-0.7%	0.0x	0.6x	1.3x
	Mean	5.8%	6.2%	5.2%	20.8%	-20.2%	0.9x	3.4x	459.5x
	Median	7.0%	9.8%	1.3%	19.2%	-7.3%	0.8x	2.6x	12.5x
Personnel Supply Services									
Robert Half International Inc.	RHI	8.9%	26.1%	-15.9%	8.0%	-35.2%	1.6x	1.7x	21.8x
ASGN Incorporated	ASGN	6.2%	13.5%	0.7%	10.1%	0.1%	2.2x	1.6x	16.2x
ManpowerGroup Inc.	MAN	2.5%	0.9%	-13.7%	2.5%	-44.1%	2.1x	0.3x	13.2x
Korn Ferry	KFY	3.4%	3.7%	-14.5%	11.6%	-27.1%	1.7x	2.0x	17.0x
TrueBlue, Inc.	TBI	0.0%	-26.7%	-22.1%	1.8%	-69.9%	1.7x	0.4x	25.2x
	Mean	4.2%	3.5%	-13.1%	6.8%	-35.3%	1.8x	1.2x	18.7x
	Median	3.4%	3.7%	-14.5%	8.0%	-35.2%	1.7x	1.6x	17.0x

Source: Capital IQ

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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

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Recent M&A Activity

Last Twelve (12) Months as of March 31, 2021

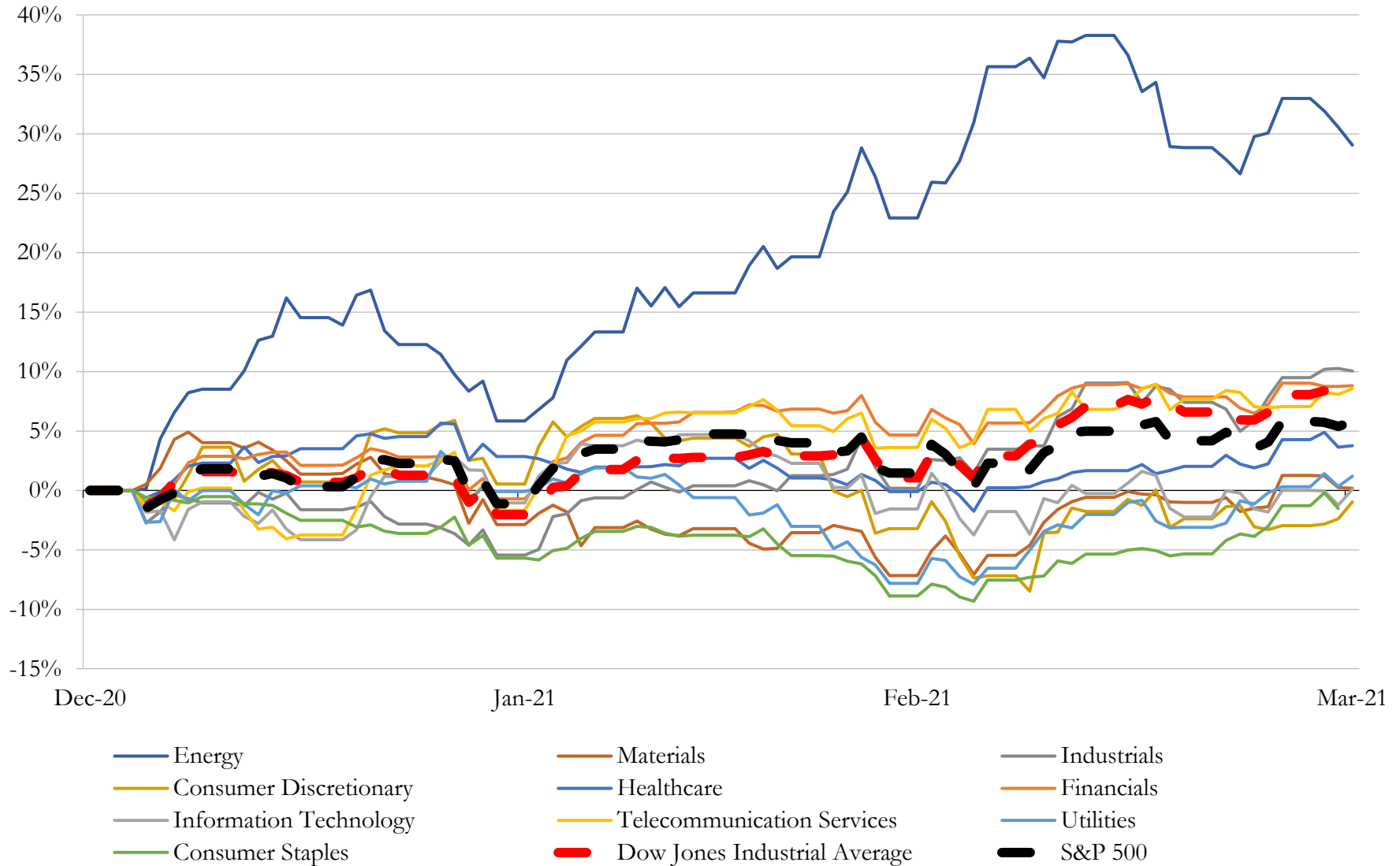
(USD in millions)

Close Date	Target	Acquirer	Implied TEV
Sep-20	Ellie Mae, Inc.	Intercontinental Exchange, Inc.	\$11,019
Mar-21	ZeniMax Media Inc.	Microsoft Corporation	\$7,500
Sep-20	Project Viking Holdings, Inc.	Roper Technologies, Inc.	\$5,350
Mar-21	OSIsoft, LLC	AVEVA US 1 Corp.; AVEVA US 2 Corp.	\$5,020
Oct-20	Epicor Software Corporation	Clayton, Dubilier & Rice, LLC	\$4,700
Aug-20	LogMeIn, Inc.	Francisco Partners Management, L.P.; Evergreen Coast Capital Corp.	\$4,558
Nov-20	Segment.io, Inc.	Twilio Inc.	\$3,236
Sep-20	RSA Security LLC	AlpInvest Partners B.V.; Symphony Technology Group, LLC; Ontario	\$2,075
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
Oct-20	Open Systems International, Inc.	Emerson Electric Co.	\$1,600
Dec-20	Workfront, Inc.	Adobe Inc.	\$1,500
Nov-20	LLamasoft, Inc.	Coupa Software Incorporated	\$1,438
Apr-20	Saba Software, Inc.	Cornerstone OnDemand, Inc.	\$1,310
Feb-21	Sparta Systems, Inc.	Honeywell International Inc.	\$1,300
Jan-21	Forcepoint LLC	Francisco Partners Management, L.P.	\$1,100
Mar-21	Innovyze, Inc.	Autodesk, Inc.	\$1,000
Nov-20	Finicity Corporation	Mastercard Incorporated	\$985
Dec-20	MobileIron, Inc.	Ivanti Software, Inc.	\$859
Dec-20	Expanse, Inc.	Palo Alto Networks, Inc.	\$797
Oct-20	Signal Sciences Corporation	Fastly, Inc.	\$775
Oct-20	Rosetta Stone Inc.	Cambium Learning Group, Inc.	\$756
Dec-20	Analytical Graphics, Inc.	ANSYS, Inc.	\$723
May-20	Innovative Aftermarket Systems, L.P.	iA Financial Corporation Inc.	\$720
Jan-21	Arena Solutions, Inc.	PTC Inc.	\$715
Sep-20	Majesco	Thoma Bravo, LLC	\$702
Mar-21	Nearpod Inc.	Renaissance Learning Inc.	\$650
Feb-21	Kount Inc.	Equifax Inc.	\$640
Jun-20	Grindr LLC	N/A	\$625
Apr-20	Saber Interactive, Inc.	Embracer Group AB (publ)	\$569

Source: Capital IQ

5 Change in Market Capitalization by Sector

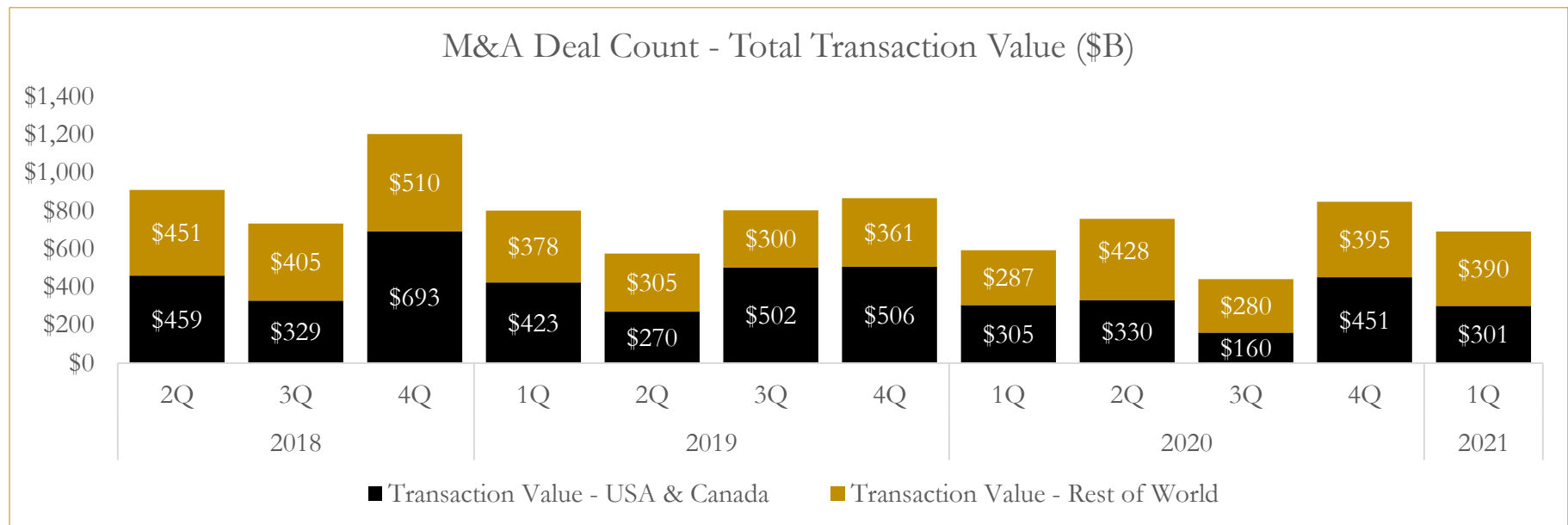
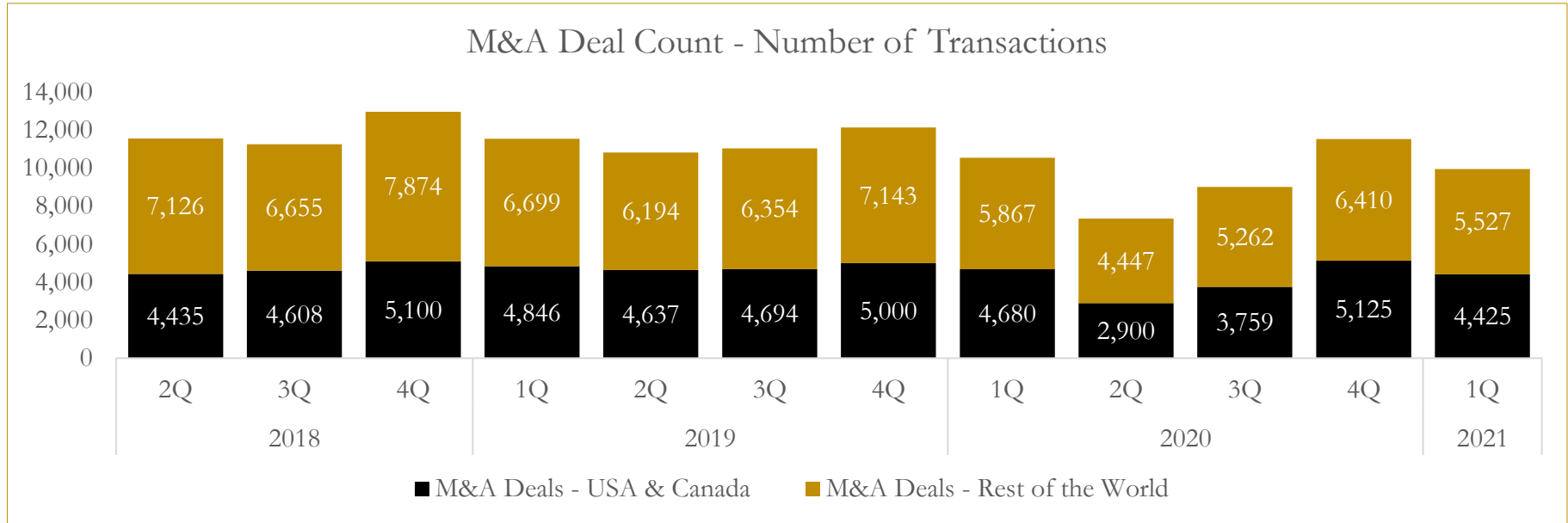
Last Three (3) Months as of March 31, 2021



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M&A Deal Flow Statistics

Last Three (3) Years as of March 31, 2021



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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