



Industry Update  
**Business Services**  
Q2 2021

## 1

# 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 06/30/21	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2021 Est. Revenue	2021 Est. EBITDA	
<b>Computer Programming, Data Processing, and Other Computer Related Services</b>									
Microsoft Corporation	MSFT	\$270.90	99.7%	\$2,102,956	\$333,779	\$168,088	\$81,602	\$180,627	\$88,849
Alphabet Inc.	GOOG	\$2,506.32	98.1%	\$1,708,315	\$335,387	\$220,265	\$75,553	\$250,380	\$100,237
Facebook, Inc.	FB	\$347.71	97.1%	\$1,006,349	\$163,523	\$94,399	\$45,393	\$118,653	\$65,526
Oracle Corporation	ORCL	\$77.84	91.5%	\$284,591	\$131,107	\$40,479	\$17,948	\$41,330	\$20,219
Adobe Inc.	ADBE	\$585.64	98.9%	\$294,731	\$25,582	\$14,389	\$5,729	\$15,670	\$7,829
International Business Machines Corporation	IBM	\$146.59	95.9%	\$179,035	\$146,814	\$74,401	\$15,992	\$75,219	\$18,949
Intuit Inc.	INTU	\$490.17	99.5%	\$141,298	\$15,758	\$8,888	\$2,862	\$10,583	\$3,779
Fidelity National Information Services, Inc.	FIS	\$141.67	90.4%	\$110,808	\$82,317	\$12,697	\$4,234	\$13,716	\$6,155
Fiserv, Inc.	FISV	\$106.89	83.9%	\$96,434	\$75,776	\$15,424	\$5,435	\$16,095	\$6,420
Booking Holdings Inc.	BKNG	\$2,188.09	87.0%	\$89,776	\$23,655	\$5,649	\$551	\$9,289	\$2,174
Automatic Data Processing, Inc.	ADP	\$198.62	99.1%	\$88,432	\$48,773	\$15,005	\$3,835	\$15,548	\$3,912
Activision Blizzard, Inc.	ATVI	\$95.44	91.3%	\$60,005	\$23,425	\$8,573	\$3,186	\$8,761	\$3,881
VMware, Inc.	VMW	\$159.97	93.0%	\$65,482	\$28,811	\$12,027	\$2,919	\$12,830	\$4,585
eBay Inc.	EBAY	\$70.21	99.4%	\$53,607	\$18,731	\$11,165	\$3,628	\$12,032	\$4,042
Cognizant Technology Solutions Corporation	CTSH	\$69.26	83.7%	\$36,687	\$16,829	\$17,413	\$3,093	\$18,449	\$3,374
Carrefour SA	CA	\$19.66	91.6%	\$34,736	\$54,908	\$85,349	\$4,195	\$71,576	\$4,504
Cerner Corporation	CERN	\$78.16	92.8%	\$24,125	\$7,908	\$5,482	\$1,300	\$5,799	\$1,806
TripAdvisor, Inc.	TRIP	\$40.30	62.0%	\$5,502	\$2,232	\$449	-\$310	\$878	\$139

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 06/30/21	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2021 Est. Revenue	2021 Est. EBITDA
<b>Advertising</b>									
Omnicom Group Inc.	OMC	\$79.99	92.6%	\$18,332	\$25,654	\$13,962	\$2,172	\$14,318	\$2,331
The Interpublic Group of Companies, Inc.	IPG	\$32.49	94.4%	\$16,770	\$17,322	\$8,536	\$1,690	\$8,945	\$1,677
Lamar Advertising Company (REIT)	LAMR	\$104.42	96.7%	\$14,537	\$5,650	\$1,533	\$645	\$1,683	\$741
Clear Channel Outdoor Holdings, Inc.	CCO	\$2.64	86.6%	\$7,775	\$5,317	\$1,675	-\$12	\$2,087	\$270
<b>Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency</b>									
S&P Global Inc.	SPGI	\$410.45	99.0%	\$102,254	\$13,398	\$7,835	\$4,291	\$7,967	\$4,447
Moody's Corporation	MCO	\$362.37	98.5%	\$77,325	\$12,552	\$5,799	\$3,038	\$5,944	\$3,053
Equifax Inc.	EFX	\$239.51	98.7%	\$35,006	\$9,340	\$4,635	\$1,446	\$4,812	\$1,645
<b>Services to Dwellings and Other Buildings</b>									
Rollins, Inc.	ROL	\$34.20	79.5%	\$18,350	\$1,922	\$2,294	\$520	\$2,407	\$552
ABM Industries Incorporated	ABM	\$44.35	79.9%	\$3,491	\$3,792	\$5,868	\$451	\$6,099	\$393
Healthcare Services Group, Inc.	HCSG	\$31.57	88.2%	\$1,750	\$818	\$1,665	\$113	\$1,636	\$124

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 06/30/21	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2021 Est. Revenue	2021 Est. EBITDA	
<b>Miscellaneous Equipment Rental and Leasing</b>									
United Rentals, Inc.	URI	\$319.01	90.0%	\$33,110	\$17,542	\$8,462	\$2,262	\$9,563	\$4,280
TAL Education Group	TAL	\$25.23	27.7%	\$2,338	\$12,112	\$4,496	-\$165	\$5,276	\$221
Rent-A-Center, Inc.	RCII	\$53.07	79.6%	\$5,236	\$3,007	\$3,149	\$384	\$4,545	\$629
The Aaron's Company, Inc.	AAN	\$31.99	85.3%	\$1,150	\$1,364	\$1,820	\$813	\$1,797	\$221
<b>Personnel Supply Services</b>									
Robert Half International Inc.	RHI	\$88.97	96.4%	\$10,402	\$0	\$5,473	\$540	\$6,308	\$825
ASGN Incorporated	ASGN	\$96.93	87.7%	\$5,842	\$3,459	\$4,135	\$423	\$3,974	\$460
ManpowerGroup Inc.	MAN	\$118.91	95.1%	\$6,216	\$9,462	\$19,841	\$657	\$20,860	\$676
Korn Ferry	KFY	\$72.55	97.0%	\$3,359	\$3,057	\$1,810	\$216	\$2,140	\$403
TrueBlue, Inc.	TBI	\$28.11	93.7%	\$944	\$1,018	\$1,968	\$68	\$2,127	\$87

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
<b>Computer Programming, Data Processing, and Other Computer Related Services</b>									
Alphabet Inc.	GOOG	12.8%	28.3%	32.7%	34.3%	64.1%	0.0x	7.8x	22.6x
Microsoft Corporation	MSFT	13.8%	47.1%	17.5%	48.5%	25.0%	0.8x	12.5x	25.8x
International Business Machines Corporation	IBM	3.8%	24.5%	-1.5%	21.5%	2.7%	1.2x	2.4x	11.2x
Facebook, Inc.	FB	15.8%	28.2%	28.7%	48.1%	20.9%	1.3x	10.7x	22.2x
Oracle Corporation	ORCL	7.9%	147.3%	3.6%	44.3%	10.1%	0.8x	7.0x	15.9x
eBay Inc.	EBAY	10.0%	91.1%	33.7%	32.5%	46.6%	1.1x	4.8x	14.8x
Booking Holdings Inc.	BKNG	0.3%	16.4%	-61.1%	9.8%	-89.9%	1.3x	15.9x	162.9x
VMware, Inc.	VMW	5.1%	24.8%	8.4%	24.3%	22.9%	1.0x	5.4x	22.4x
Automatic Data Processing, Inc.	ADP	4.7%	45.5%	2.8%	25.6%	1.8%	0.7x	5.9x	23.1x
Adobe Inc.	ADBE	13.6%	45.1%	19.5%	39.8%	31.2%	1.0x	20.5x	51.4x
Cognizant Technology Solutions Corporation	CTSH	9.1%	15.2%	3.9%	17.8%	-6.1%	1.1x	2.1x	11.9x
Intuit Inc.	INTU	13.8%	28.9%	29.6%	32.2%	63.1%	1.0x	15.9x	49.4x
Cerner Corporation	CERN	7.3%	19.7%	-4.1%	23.7%	5.7%	0.7x	4.4x	18.6x
Fidelity National Information Services, Inc.	FIS	1.2%	-0.5%	11.8%	33.3%	14.4%	0.8x	8.7x	26.2x
Fiserv, Inc.	FISV	1.9%	3.6%	7.1%	35.2%	27.1%	0.9x	6.3x	17.7x
Carrefour SA	CA	2.9%	10.6%	-1.7%	4.9%	-1.5%	0.5x	0.4x	8.3x
TripAdvisor, Inc.	TRIP	-9.7%	-39.0%	-69.3%	-69.0%	N/A	1.4x	12.3x	-17.7x
Activision Blizzard, Inc.	ATVI	8.8%	16.3%	32.9%	37.2%	55.0%	0.6x	7.0x	18.8x
	<b>Mean</b>	<b>6.8%</b>	<b>30.7%</b>	<b>5.3%</b>	<b>24.7%</b>	<b>17.2%</b>	<b>0.9x</b>	<b>8.3x</b>	<b>28.1x</b>
	<b>Median</b>	<b>7.6%</b>	<b>24.7%</b>	<b>7.7%</b>	<b>32.3%</b>	<b>20.9%</b>	<b>0.9x</b>	<b>7.0x</b>	<b>20.5x</b>

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
<b>Advertising</b>									
Omnicom Group Inc.	OMC	5.1%	40.3%	-0.1%	15.6%	5.4%	0.9x	1.3x	8.4x
The Interpublic Group of Companies, Inc.	IPG	5.5%	25.9%	2.6%	19.8%	31.9%	1.0x	2.0x	9.9x
Lamar Advertising Company (REIT)	LAMR	4.1%	20.8%	-13.7%	42.1%	-16.1%	1.5x	9.5x	22.5x
Clear Channel Outdoor Holdings, Inc.	CCO	-2.9%	N/A	-36.7%	-0.7%	N/A	2.6x	4.6x	-636.6x
	Mean	2.9%	29.0%	-12.0%	19.2%	7.0%	1.5x	4.4x	-148.9x
	Median	4.6%	25.9%	-6.9%	17.7%	5.4%	1.3x	3.3x	9.2x
<b>Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency</b>									
S&P Global Inc.	SPGI	20.9%	75.1%	9.5%	54.8%	8.8%	1.0x	13.1x	23.8x
Moody's Corporation	MCO	14.7%	115.8%	11.6%	52.4%	18.3%	1.2x	13.3x	25.5x
Equifax Inc.	EFX	6.9%	23.3%	24.5%	31.2%	50.1%	1.4x	7.6x	24.2x
	Mean	14.2%	71.4%	15.2%	46.1%	25.7%	1.2x	11.3x	24.5x
	Median	14.7%	75.1%	11.6%	52.4%	18.3%	1.2x	13.1x	24.2x
<b>Services to Dwellings and Other Buildings</b>									
Rollins, Inc.	ROL	14.2%	34.9%	9.0%	22.7%	23.0%	0.5x	8.0x	35.3x
ABM Industries Incorporated	ABM	5.7%	14.3%	-8.4%	7.7%	33.3%	1.4x	0.6x	7.7x
Healthcare Services Group, Inc.	HCSG	8.4%	19.1%	-7.7%	6.8%	2.4%	0.4x	1.1x	15.4x
	Mean	9.5%	22.8%	-2.3%	12.4%	19.6%	0.8x	3.2x	19.5x
	Median	8.4%	19.1%	-7.7%	7.7%	23.0%	0.5x	1.1x	15.4x

Source: Capital IQ

## Valuation Metrics (cont.)

### Return Profile, Trading Metrics

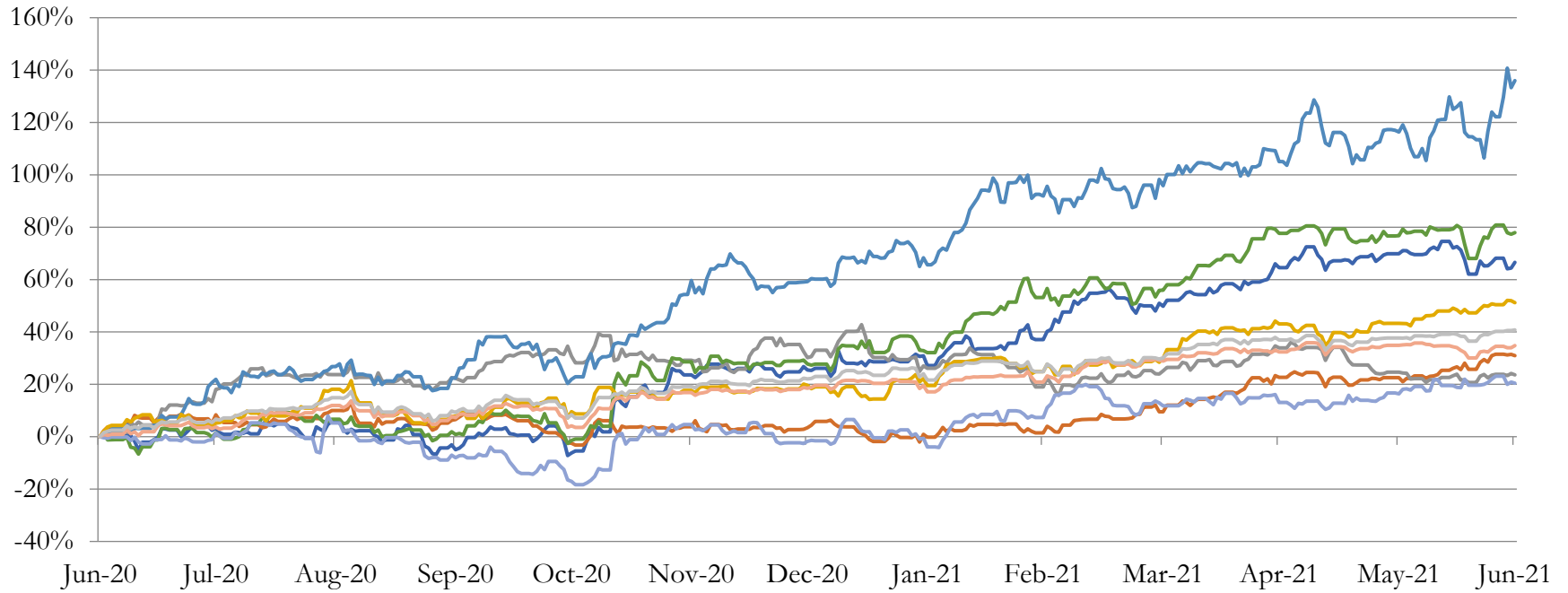
Company Name	Ticker	Return Profile					Trading Multiples		
		Return on Assets	Return on Equity	Revenue Growth	EBITDA Margin	EBITDA Growth	5-yr Beta	TEV / LTM Revenue	TEV / LTM EBITDA
<b>Miscellaneous Equipment Rental and Leasing</b>									
United Rentals, Inc.	URI	6.5%	22.0%	-9.6%	26.7%	-14.4%	2.0x	3.9x	14.6x
TAL Education Group	TAL	-2.3%	-3.7%	37.3%	-3.7%	N/A	0.1x	0.5x	-14.1x
Rent-A-Center, Inc.	RCII	8.5%	33.1%	17.7%	12.2%	46.4%	1.5x	1.7x	13.6x
The Aaron's Company, Inc.	AAN	0.0%	0.0%	0.0%	44.7%	0.0%	0.0x	0.6x	1.4x
	Mean	3.2%	12.8%	11.4%	20.0%	10.7%	0.9x	1.7x	3.9x
	Median	3.2%	11.0%	8.9%	19.5%	0.0%	0.8x	1.1x	7.5x
<b>Personnel Supply Services</b>									
Robert Half International Inc.	RHI	0.0%	0.0%	-4.1%	9.9%	-2.7%	1.6x	1.9x	19.3x
ASGN Incorporated	ASGN	6.4%	13.7%	4.6%	10.2%	4.7%	2.2x	1.4x	13.8x
ManpowerGroup Inc.	MAN	4.1%	10.5%	5.5%	3.3%	17.1%	2.1x	0.3x	9.5x
Korn Ferry	KFY	3.9%	8.9%	-6.3%	12.0%	-18.8%	1.6x	1.9x	15.5x
TrueBlue, Inc.	TBI	2.5%	9.0%	-5.4%	3.5%	9.5%	1.7x	0.5x	13.8x
	Mean	3.4%	8.4%	-1.2%	7.8%	1.9%	1.8x	1.2x	14.4x
	Median	3.9%	9.0%	-4.1%	9.9%	4.7%	1.7x	1.4x	13.8x

Source: Capital IQ

# 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&amp;A Activity

Last Twelve (12) Months as of June 30, 2021

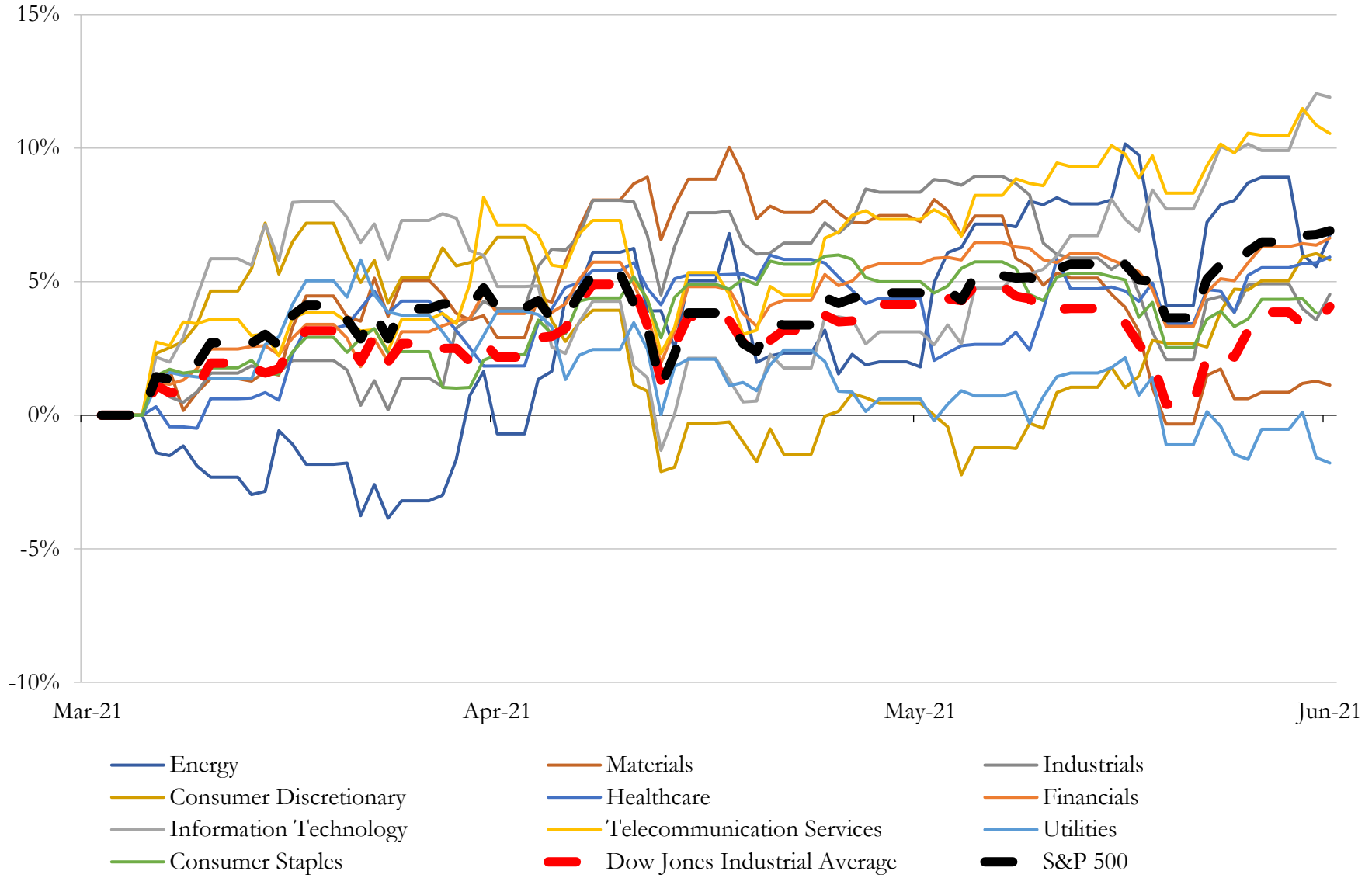
(USD in millions)

Close Date	Target	Acquirer	Implied TEV
Sep-20	Ellie Mae, Inc. (nka:ICE Mortgage Technology, Inc.)	Intercontinental Exchange, Inc.	\$10,684
Apr-21	RealPage, Inc.	Thoma Bravo, LLC	\$10,080
Mar-21	ZeniMax Media Inc.	Microsoft Corporation	\$7,332
May-21	Auth0, Inc.	Okta, Inc.	\$6,408
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
Apr-21	Pluralsight, Inc.	Vista Equity Partners Management, LLC; Partners Group Holding AG; Vista	\$4,364
Nov-20	Segment.io, Inc.	Twilio Inc.	\$3,236
Jun-21	Cardtronics plc	NCR Corporation	\$2,525
Jun-21	DivvyPay, Inc.	Bill.com Holdings, Inc.	\$2,500
Apr-21	NIC Inc.	Tyler Technologies, Inc.	\$2,103
Sep-20	RSA Security LLC	AlpInvest Partners B.V.; Symphony Technology Group, LLC; Ontario	\$2,075
Apr-21	Glu Mobile Inc.	Electronic Arts Inc.	\$1,983
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.	\$1,524
Apr-21	Thycotic Software Ltd.	Public Sector Pension Investment Board; Centrifly Corporation; Thoma	\$1,400
Nov-20	LLamasoft, Inc.	Coupa Software Incorporated	\$1,398
Apr-21	The Gearbox Entertainment Company, LLC	Embracer Group AB (publ)	\$1,378
Feb-21	Sparta Systems, Inc.	Honeywell International Inc.	\$1,303
Jan-21	Forcepoint LLC	Francisco Partners Management, L.P.	\$1,100
Mar-21	Innovyze, Inc.	Autodesk, Inc.	\$1,038
May-21	Alvaria, Inc.	ABRY Partners, LLC; Vector Capital	\$1,000
Nov-20	Finicity Corporation	Mastercard Incorporated	\$985
Dec-20	MobileIron, Inc.	Ivanti Software, Inc.	\$859
Jun-21	Ekata, Inc.	Mastercard Incorporated	\$850
Dec-20	Expanse, Inc.	Palo Alto Networks, Inc.	\$797
Oct-20	Signal Sciences Corporation	Fastly, Inc.	\$775

Source: Capital IQ

# 5 Change in Market Capitalization by Sector

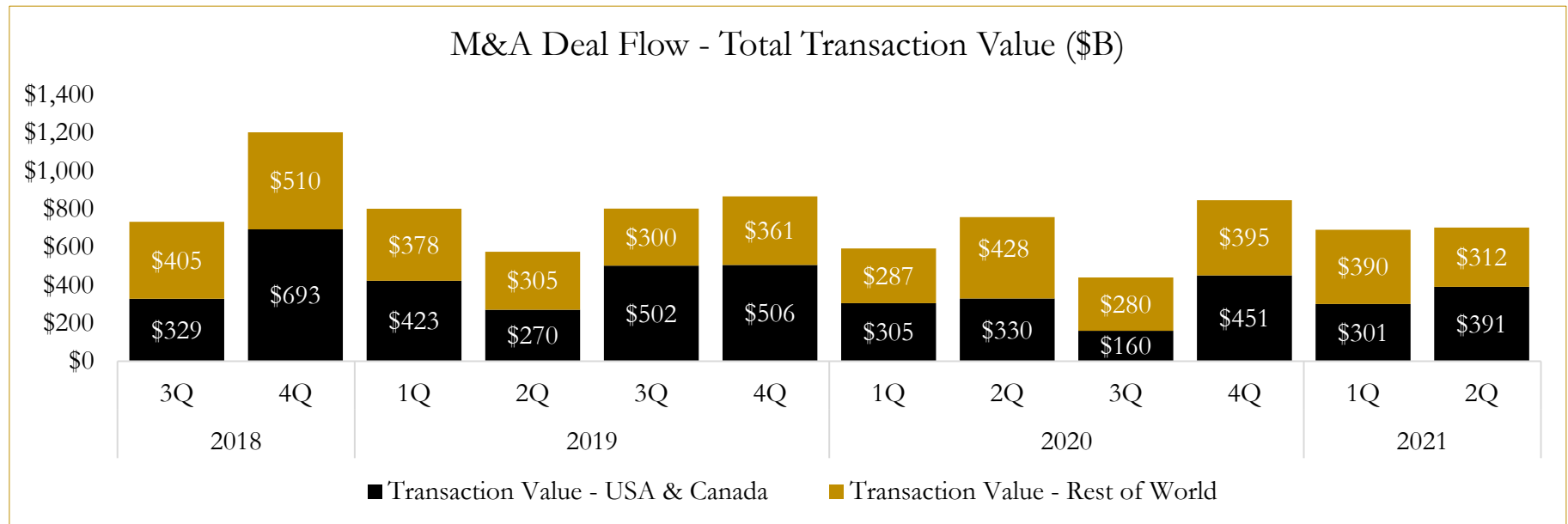
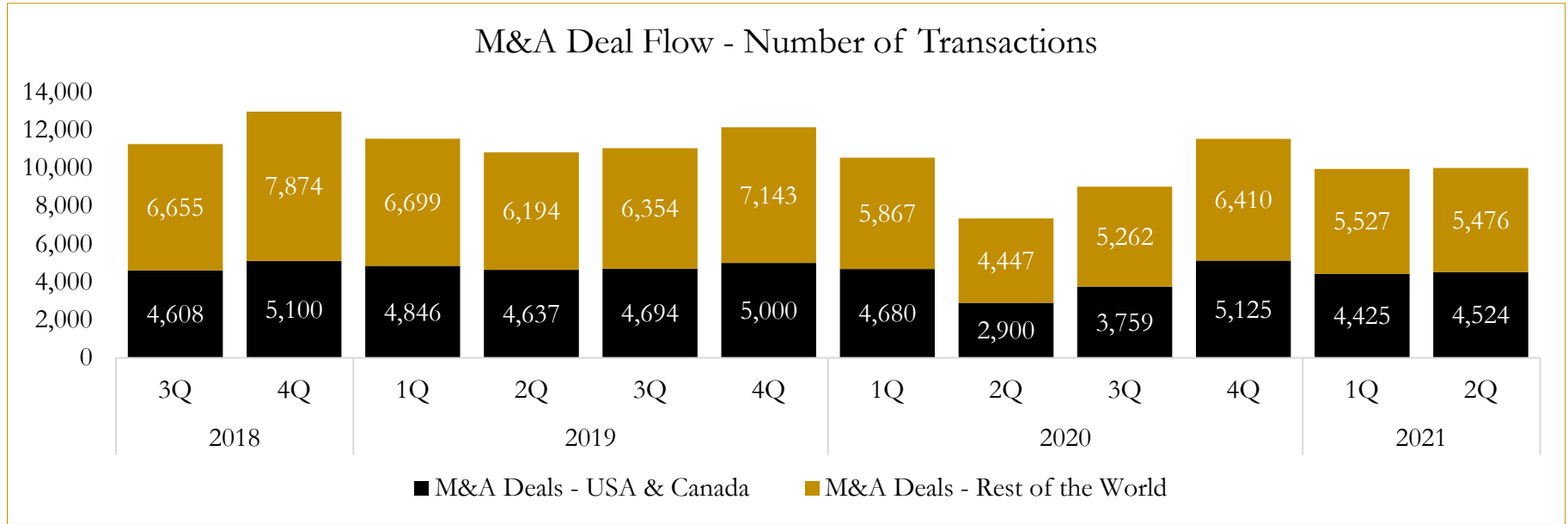
Last Three (3) Months as of June 30, 2021



# 6

## M&A Deal Flow Statistics

Last Three (3) Years as of June 30, 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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