



Industry Update
Business Services
Q3 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 09/30/21	% 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	\$281.92	92.2%	\$2,280,322	\$333,779	\$168,088	\$80,816	\$183,442	\$90,116
Alphabet Inc.	GOOG	\$2,665.31	90.8%	\$1,745,880	\$335,387	\$220,265	\$75,553	\$253,859	\$105,957
Facebook, Inc.	FB	\$339.39	88.3%	\$845,553	\$169,585	\$112,330	\$54,759	\$117,754	\$64,488
Oracle Corporation	ORCL	\$87.13	94.4%	\$308,932	\$122,924	\$40,840	\$18,117	\$41,251	\$20,935
Adobe Inc.	ADBE	\$575.72	85.4%	\$304,223	\$26,144	\$15,099	\$6,103	\$15,757	\$7,937
International Business Machines Corporation	IBM	\$138.93	90.9%	\$165,001	\$144,214	\$74,461	\$16,436	\$74,641	\$18,436
Intuit Inc.	INTU	\$539.51	92.5%	\$164,816	\$15,516	\$9,633	\$2,844	\$10,861	\$4,057
Booking Holdings Inc.	BKNG	\$2,373.87	93.5%	\$97,136	\$23,881	\$7,179	\$979	\$10,404	\$2,564
Fidelity National Information Services, Inc.	FIS	\$121.68	78.0%	\$93,908	\$82,288	\$13,212	\$4,601	\$13,912	\$6,160
Fiserv, Inc.	FISV	\$108.50	85.2%	\$93,739	\$75,767	\$15,801	\$5,584	\$16,056	\$6,437
Automatic Data Processing, Inc.	ADP	\$199.92	92.1%	\$93,363	\$59,987	\$15,367	\$3,999	\$15,631	\$3,986
VMware, Inc.	VMW	\$148.70	86.5%	\$66,339	\$29,464	\$12,290	\$2,910	\$12,814	\$4,534
Activision Blizzard, Inc.	ATVI	\$77.39	74.0%	\$56,789	\$23,572	\$8,938	\$3,387	\$8,765	\$3,772
eBay Inc.	EBAY	\$69.67	89.5%	\$43,158	\$31,823	\$11,419	\$3,547	\$10,412	\$3,963
Cognizant Technology Solutions Corporation	CTSH	\$74.21	89.7%	\$41,270	\$16,829	\$17,413	\$3,093	\$18,472	\$3,394
Carrefour SA	CA	\$18.02	85.9%	\$33,590	\$54,908	\$85,347	\$4,169	\$72,226	\$4,537
Cerner Corporation	CERN	\$70.52	83.8%	\$22,247	\$7,721	\$5,608	\$1,413	\$5,790	\$1,892
TripAdvisor, Inc.	TRIP	\$33.85	52.1%	\$4,855	\$2,387	\$625	-\$217	\$937	\$140

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 09/30/21	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2021 Est. Revenue	2021 Est. EBITDA
Advertising									
Omnicom Group Inc.	OMC	\$72.46	83.9%	\$17,695	\$25,581	\$14,191	\$2,208	\$14,116	\$2,350
The Interpublic Group of Companies, Inc.	IPG	\$36.67	93.2%	\$17,294	\$0	\$8,843	\$1,737	\$9,061	\$1,751
Lamar Advertising Company (REIT)	LAMR	\$113.45	95.2%	\$15,596	\$5,715	\$1,631	\$724	\$1,731	\$790
Clear Channel Outdoor Holdings, Inc.	CCO	\$2.71	86.7%	\$8,222	\$5,356	\$1,891	\$160	\$2,166	\$334
Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency									
S&P Global Inc.	SPGI	\$424.89	93.0%	\$113,896	\$14,111	\$8,076	\$4,373	\$8,212	\$4,659
Moody's Corporation	MCO	\$355.11	91.3%	\$76,808	\$12,552	\$5,799	\$3,054	\$6,029	\$3,078
Equifax Inc.	EFX	\$253.42	90.6%	\$36,519	\$11,083	\$4,789	\$1,530	\$4,910	\$1,668
Services to Dwellings and Other Buildings									
Rollins, Inc.	ROL	\$35.33	82.2%	\$19,563	\$1,905	\$2,360	\$536	\$2,402	\$552
ABM Industries Incorporated	ABM	\$45.01	81.1%	\$3,259	\$3,897	\$6,018	\$468	\$6,450	\$446
Healthcare Services Group, Inc.	HCSG	\$24.99	69.8%	\$1,307	\$794	\$1,645	\$92	\$1,637	\$98

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 09/30/21	% 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	\$350.93	95.0%	\$36,503	\$19,641	\$8,810	\$2,356	\$9,592	\$4,352
Rent-A-Center, Inc.	RCII	\$56.21	83.0%	\$5,034	\$3,035	\$3,659	\$475	\$4,629	\$682
TAL Education Group	TAL	\$4.84	5.3%	\$1,062	\$12,112	\$4,496	-\$165	\$5,093	\$221
The Aaron's Company, Inc.	AAN	\$27.54	73.5%	\$1,006	\$1,364	\$1,820	\$813	\$1,828	\$227
Personnel Supply Services									
Robert Half International Inc.	RHI	\$100.33	95.8%	\$12,060	\$0	\$5,996	\$691	\$6,395	\$858
ASGN Incorporated	ASGN	\$113.14	95.7%	\$6,890	\$3,459	\$4,135	\$422	\$3,954	\$462
ManpowerGroup Inc.	MAN	\$108.28	86.6%	\$5,125	\$9,452	\$20,397	\$744	\$20,703	\$674
Korn Ferry	KFY	\$72.36	94.6%	\$3,978	\$2,942	\$2,051	\$335	\$2,310	\$459
TrueBlue, Inc.	TBI	\$27.08	90.3%	\$1,043	\$1,010	\$2,070	\$72	\$2,134	\$89

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									
Microsoft Corporation	MSFT	13.8%	47.1%	17.5%	48.1%	23.5%	0.8x	13.6x	28.2x
Alphabet Inc.	GOOG	12.8%	28.3%	32.7%	34.3%	64.1%	0.0x	7.9x	23.1x
Facebook, Inc.	FB	18.6%	32.1%	42.2%	48.7%	55.5%	1.3x	7.5x	15.4x
Oracle Corporation	ORCL	8.3%	309.7%	4.1%	44.4%	8.1%	0.8x	7.6x	17.1x
Adobe Inc.	ADBE	14.2%	44.7%	21.4%	40.4%	33.3%	1.0x	20.1x	49.8x
International Business Machines Corporation	IBM	4.1%	21.4%	-0.8%	22.1%	4.7%	1.2x	2.2x	10.0x
Intuit Inc.	INTU	12.0%	27.5%	25.4%	29.5%	18.5%	1.0x	17.1x	58.0x
Booking Holdings Inc.	BKNG	1.5%	9.4%	-36.5%	13.6%	-74.5%	1.2x	13.5x	99.2x
Fidelity National Information Services, Inc.	FIS	1.4%	0.2%	8.3%	34.8%	19.0%	0.8x	7.1x	20.4x
Fiserv, Inc.	FISV	2.1%	4.2%	4.9%	35.3%	23.3%	0.9x	5.9x	16.8x
Automatic Data Processing, Inc.	ADP	4.3%	48.3%	5.5%	26.0%	4.3%	0.7x	6.1x	23.3x
VMware, Inc.	VMW	5.0%	23.5%	8.4%	23.7%	17.6%	0.9x	5.4x	22.8x
Activision Blizzard, Inc.	ATVI	9.2%	17.4%	27.9%	37.9%	40.1%	0.6x	6.4x	16.8x
eBay Inc.	EBAY	7.2%	28.8%	34.7%	31.1%	24.1%	1.1x	3.8x	12.2x
Cognizant Technology Solutions Corporation	CTSH	9.1%	15.2%	3.9%	17.8%	-6.0%	1.1x	2.4x	13.3x
Carrefour SA	CA	3.0%	10.6%	-1.7%	4.9%	-2.5%	0.5x	0.4x	8.1x
Cerner Corporation	CERN	8.2%	17.5%	-0.1%	25.2%	13.7%	0.7x	4.0x	15.7x
TripAdvisor, Inc.	TRIP	-7.2%	-28.4%	-43.1%	-34.7%	N/A	1.3x	7.8x	-22.4x
	Mean	7.1%	36.5%	8.6%	26.8%	15.7%	0.9x	7.7x	23.8x
	Median	7.7%	22.5%	6.9%	30.3%	18.5%	0.9x	6.7x	16.9x

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
Advertising									
Omnicom Group Inc.	OMC	5.1%	40.4%	4.7%	15.6%	5.9%	0.9x	1.2x	8.0x
The Interpublic Group of Companies, Inc.	IPG	0.0%	0.0%	7.7%	19.6%	34.1%	1.0x	2.0x	10.0x
Lamar Advertising Company (REIT)	LAMR	5.1%	28.0%	-2.6%	44.4%	4.4%	1.5x	9.6x	21.5x
Clear Channel Outdoor Holdings, Inc.	CCO	-1.1%	N/A	-16.5%	8.5%	-48.4%	2.5x	4.3x	51.4x
	Mean	2.3%	22.8%	-1.7%	22.0%	-1.0%	1.5x	4.3x	22.7x
	Median	2.5%	28.0%	1.0%	17.6%	5.1%	1.3x	3.2x	15.7x
Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency									
S&P Global Inc.	SPGI	20.5%	74.8%	10.5%	54.1%	8.1%	1.0x	14.1x	26.0x
Moody's Corporation	MCO	14.8%	115.8%	11.6%	52.7%	19.6%	1.2x	13.2x	25.1x
Equifax Inc.	EFX	6.6%	21.6%	22.3%	32.0%	43.6%	1.4x	7.6x	23.9x
	Mean	13.9%	70.7%	14.8%	46.3%	23.8%	1.2x	11.7x	25.0x
	Median	14.8%	74.8%	11.6%	52.7%	19.6%	1.2x	13.2x	25.1x
Services to Dwellings and Other Buildings									
Rollins, Inc.	ROL	14.9%	34.2%	10.8%	22.7%	21.2%	0.6x	8.3x	36.5x
ABM Industries Incorporated	ABM	6.3%	9.6%	-2.2%	7.8%	26.9%	1.4x	0.5x	7.0x
Healthcare Services Group, Inc.	HCSG	6.8%	15.1%	-7.8%	5.6%	-23.3%	0.4x	0.8x	14.2x
	Mean	9.3%	19.6%	0.3%	12.0%	8.2%	0.8x	3.2x	19.2x
	Median	6.8%	15.1%	-2.2%	7.8%	21.2%	0.6x	0.8x	14.2x

Source: Capital IQ

Valuation Metrics (cont.)

Return Profile, Trading Metrics

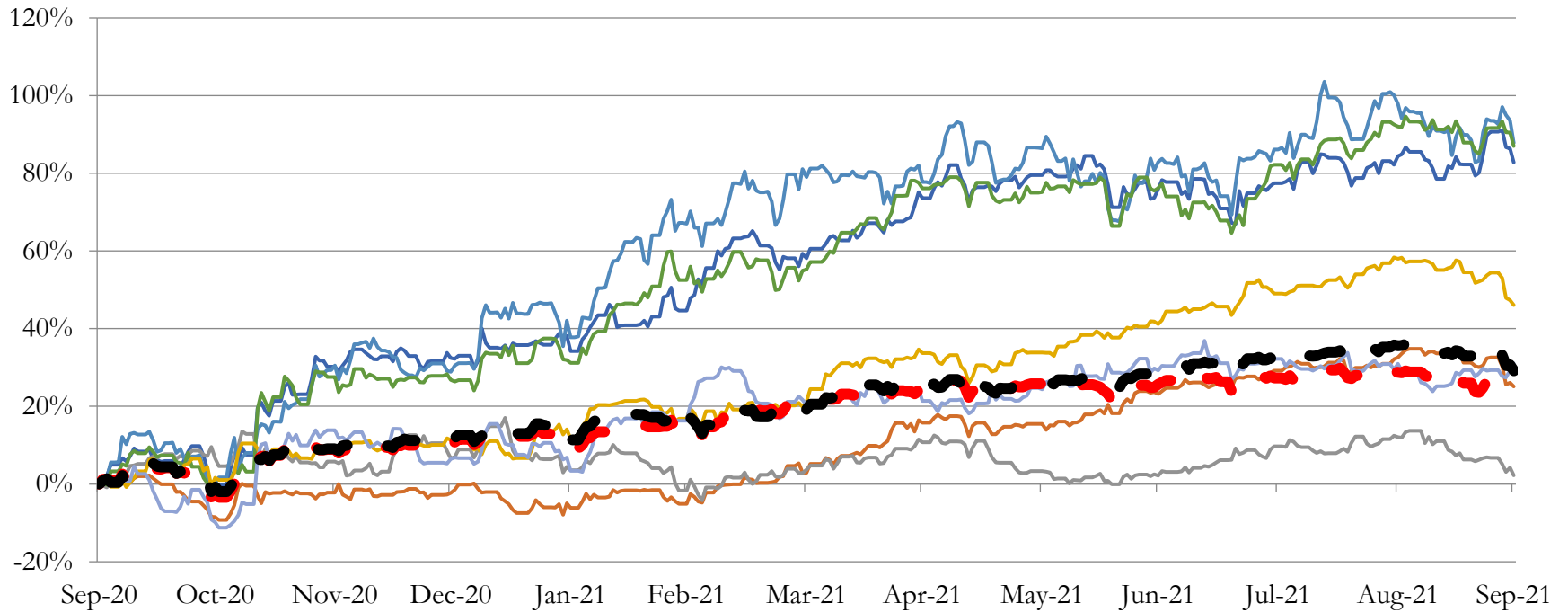
Company Name	Ticker	Return Profile					Trading Multiples		
		Return on Assets	Return on Equity	Revenue Growth	EBITDA Margin	EBITDA Growth	5-yr Beta	TEV / LTM Revenue	TEV / LTM EBITDA
Miscellaneous Equipment Rental and Leasing									
United Rentals, Inc.	URI	6.6%	22.2%	-2.2%	26.7%	-4.8%	2.0x	4.1x	15.5x
Rent-A-Center, Inc.	RCII	10.1%	34.2%	35.4%	13.0%	144.2%	1.6x	1.4x	10.6x
TAL Education Group	TAL	-2.3%	-3.7%	37.3%	-3.7%	N/A	0.1x	0.2x	-6.4x
The Aaron's Company, Inc.	AAN	0.0%	0.0%	0.0%	44.7%	0.0%	0.0x	0.6x	1.2x
	Mean	3.6%	13.2%	17.6%	20.2%	46.5%	0.9x	1.6x	5.2x
	Median	3.3%	11.1%	17.7%	19.9%	0.0%	0.8x	1.0x	5.9x
Personnel Supply Services									
Robert Half International Inc.	RHI	0.0%	0.0%	12.2%	11.5%	52.4%	1.6x	2.0x	17.5x
ASGN Incorporated	ASGN	6.4%	13.7%	11.0%	10.2%	8.0%	2.1x	1.7x	16.3x
ManpowerGroup Inc.	MAN	4.6%	13.7%	12.4%	3.6%	51.6%	2.1x	0.3x	6.9x
Korn Ferry	KFY	6.7%	16.9%	14.5%	16.3%	74.2%	1.6x	1.9x	11.9x
TrueBlue, Inc.	TBI	2.8%	10.9%	7.9%	3.5%	60.9%	1.7x	0.5x	14.5x
	Mean	4.1%	11.0%	11.6%	9.0%	49.4%	1.8x	1.3x	13.4x
	Median	4.6%	13.7%	12.2%	10.2%	52.4%	1.7x	1.7x	14.5x

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 September 30, 2021

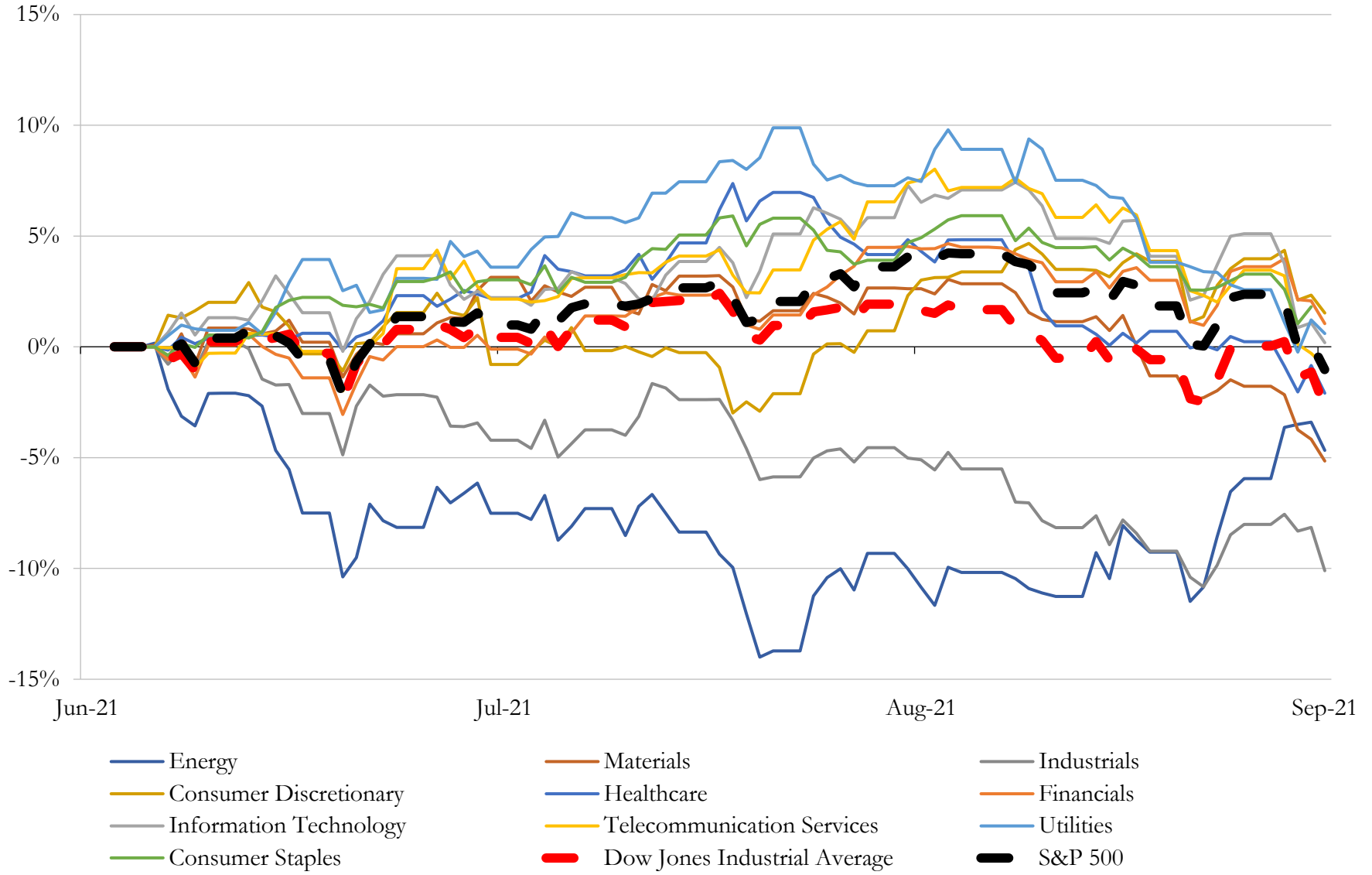
(USD in millions)

Close Date	Target	Acquirer	Implied TEV
Jul-21	Slack Technologies, Inc.	salesforce.com, inc.	\$27,770
Aug-21	Proofpoint, Inc.	Thoma Bravo, L.P.	\$11,489
Apr-21	RealPage, Inc.	Thoma Bravo, L.P.	\$10,080
Sep-21	Blue Yonder Group, Inc.	Connected Solutions Company	\$8,598
Jul-21	Alight Holding Company, LLC	Foley Trasimene Acquisition Corp. (nka:Alight, Inc.)	\$8,023
Mar-21	ZeniMax Media Inc.	Microsoft Corporation	\$7,332
May-21	Auth0, Inc.	Okta, Inc.	\$6,408
Sep-21	Verizon Media LLC	Apollo Global Management, Inc.; LionTree Advisors, LLC	\$5,556
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
Apr-21	Pluralsight, Inc.	Vista Equity Partners Management, LLC; Partners Group Holding AG; Vista	\$4,364
Jul-21	Calypto Technology, Inc.	Thoma Bravo, L.P.	\$3,750
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
Aug-21	Sykes Enterprises, Incorporated	Sitel Worldwide Corporation	\$2,327
Aug-21	Plex Systems, Inc.	Rockwell Automation, Inc.	\$2,220
Apr-21	NIC Inc.	Tyler Technologies, Inc.	\$2,103
Jun-21	Turbonomic, Inc.	International Business Machines Corporation	\$1,995
Sep-21	Risk Management Solutions, Inc.	Moody's Corporation	\$1,985
Apr-21	Glu Mobile Inc.	Electronic Arts Inc.	\$1,983
Oct-20	Open Systems International, Inc.	Emerson Electric Co.	\$1,600
Dec-20	Workfront, Inc.	Adobe Inc.	\$1,524
Aug-21	MDC Partners Inc. (nka:Stagwell Inc.)	The Stagwell Group LLC; Stagwell Media LP	\$1,463
Sep-21	Sphera Solutions, Inc.	The Blackstone Group Inc. (nka:Blackstone Inc.); Blackstone Capital Partners	\$1,400
Apr-21	Thycotic Software Ltd.	Public Sector Pension Investment Board; ThycoticCentrify; Thoma Bravo, L.P.	\$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
Aug-21	Servicechannel.Com, Inc.	Fortive Corporation	\$1,200

Source: Capital IQ

5 Change in Market Capitalization by Sector

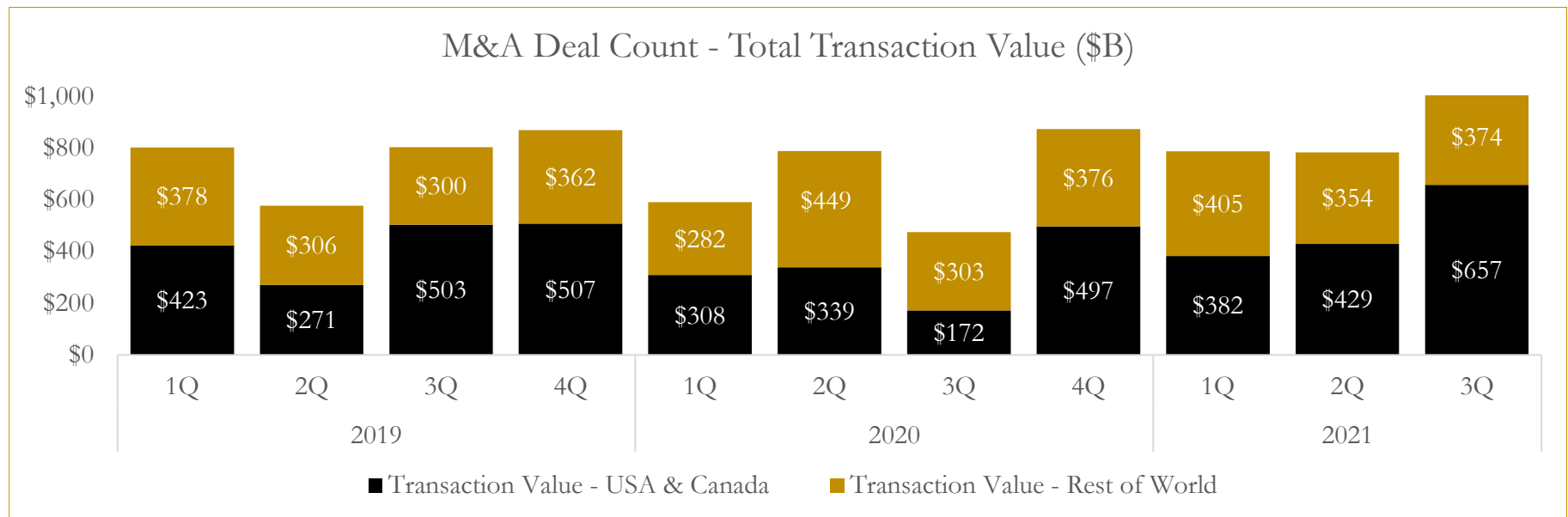
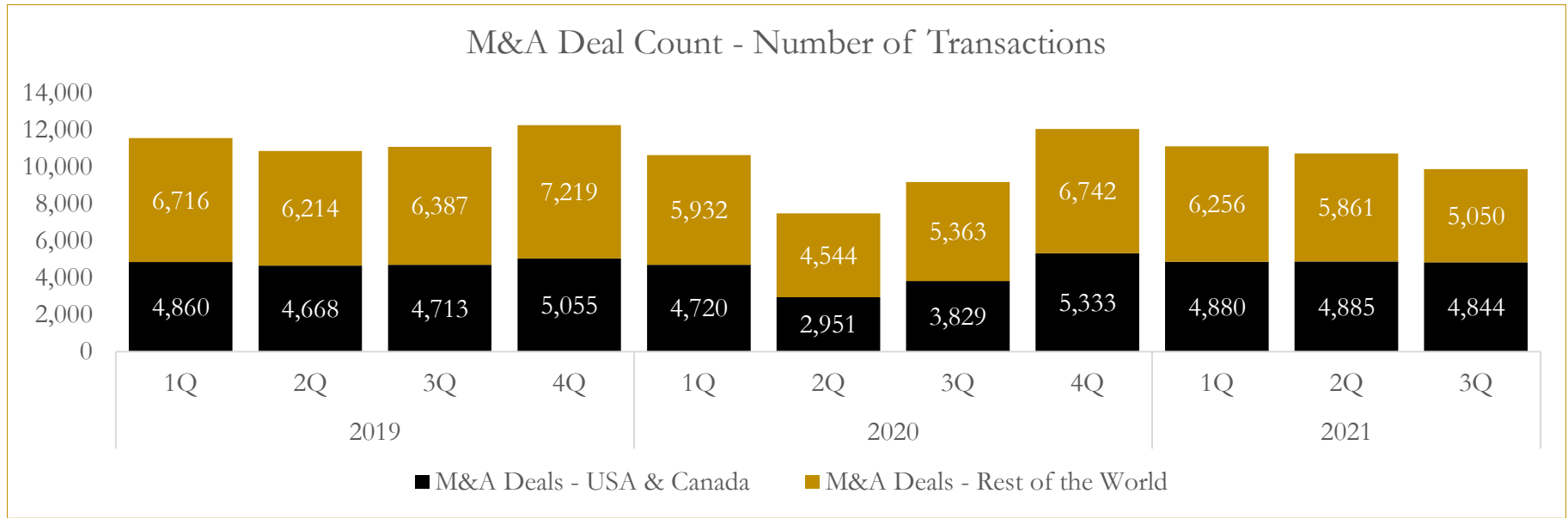
Last Three (3) Months as of September 30, 2021



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M&A Deal Flow Statistics

Last Three (3) Years as of September 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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