



Industry Update
Business Services
Q4 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 12/31/21	% 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	\$336.32	96.2%	\$2,269,737	\$340,389	\$184,903	\$90,830	\$212,406	\$106,164
Alphabet Inc.	GOOG	\$2,893.59	95.3%	\$1,714,416	\$359,268	\$257,637	\$91,155	\$298,054	\$119,780
Meta Platforms, Inc.	FB	\$336.35	87.5%	\$842,525	\$169,585	\$112,330	\$54,759	\$140,055	\$68,155
Oracle Corporation	ORCL	\$87.21	82.0%	\$272,449	\$106,897	\$41,399	\$18,408	\$43,272	\$21,299
Adobe Inc.	ADBE	\$567.06	81.1%	\$251,697	\$27,241	\$15,785	\$6,378	\$17,957	\$8,793
International Business Machines Corporation	IBM	\$133.66	87.5%	\$169,528	\$132,001	\$57,350	\$11,999	\$60,744	\$16,666
Intuit Inc.	INTU	\$643.22	89.7%	\$158,065	\$14,870	\$10,317	\$2,890	\$13,167	\$4,984
Booking Holdings Inc.	BKNG	\$2,399.23	89.3%	\$97,733	\$23,341	\$9,215	\$2,273	\$15,709	\$5,570
Fiserv, Inc.	FISV	\$103.79	81.5%	\$92,785	\$75,767	\$15,801	\$5,599	\$17,327	\$7,021
Fidelity National Information Services, Inc.	FIS	\$109.15	70.0%	\$92,692	\$81,690	\$13,521	\$4,813	\$14,917	\$6,699
Automatic Data Processing, Inc.	ADP	\$246.58	99.0%	\$87,949	\$59,103	\$15,697	\$4,094	\$16,787	\$4,304
Activision Blizzard, Inc.	ATVI	\$66.53	63.6%	\$55,199	\$23,977	\$9,052	\$3,407	\$9,063	\$3,891
VMware, Inc.	VMW	\$115.88	67.4%	\$53,201	\$35,710	\$12,614	\$3,034	\$13,856	\$5,012
Cognizant Technology Solutions Corporation	CTSH	\$88.72	98.5%	\$44,657	\$17,232	\$17,914	\$3,205	\$20,161	\$3,783
Carrefour SA	CA	\$18.32	89.0%	\$33,879	\$54,908	\$85,347	\$4,169	\$75,547	\$4,886
eBay Inc.	EBAY	\$66.50	81.9%	\$32,607	\$29,257	\$11,662	\$3,475	\$10,947	\$4,134
Cerner Corporation	CERN	\$92.87	99.4%	\$27,811	\$7,543	\$5,708	\$1,463	\$6,092	\$2,060
TripAdvisor, Inc.	TRIP	\$27.26	42.0%	\$4,071	\$2,312	\$777	-\$160	\$1,375	\$372

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 12/31/21	% of 52 Week High	TEV	Total Assets	LTM Revenue	LTM EBITDA	2021 Est. Revenue	2021 Est. EBITDA
Advertising									
Omnicom Group Inc.	OMC	\$73.27	84.8%	\$18,834	\$25,581	\$14,191	\$2,208	\$14,287	\$2,328
The Interpublic Group of Companies, Inc.	IPG	\$37.45	95.2%	\$17,145	\$17,805	\$8,843	\$1,740	\$9,408	\$1,758
Lamar Advertising Company	LAMR	\$121.30	97.9%	\$15,108	\$5,819	\$1,722	\$777	\$1,906	\$884
Clear Channel Outdoor Holdings, Inc.	CCO	\$3.31	89.5%	\$8,244	\$5,365	\$2,040	\$271	\$2,567	\$556
Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency									
S&P Global Inc.	SPGI	\$471.93	97.5%	\$102,799	\$14,111	\$8,076	\$4,565	\$8,692	\$4,923
Moody's Corporation	MCO	\$390.58	95.7%	\$69,840	\$14,414	\$5,969	\$3,082	\$6,636	\$3,297
Equifax Inc.	EFX	\$292.79	97.6%	\$33,012	\$11,083	\$4,789	\$1,530	\$5,335	\$1,930
Services to Dwellings and Other Buildings									
Rollins, Inc.	ROL	\$34.21	81.8%	\$15,566	\$1,979	\$2,424	\$534	\$2,617	\$597
ABM Industries Incorporated	ABM	\$40.85	73.6%	\$3,810	\$4,436	\$6,229	\$448	\$7,578	\$474
Healthcare Services Group, Inc.	HCSG	\$17.79	49.7%	\$1,161	\$794	\$1,645	\$92	\$1,711	\$94

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 12/31/21	% 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	\$332.29	80.1%	\$34,264	\$20,292	\$9,716	\$2,691	\$10,941	\$5,080
Rent-A-Center, Inc.	RCII	\$48.04	70.9%	\$4,265	\$3,054	\$4,129	\$507	\$5,276	\$747
The Aaron's Company, Inc.	AAN	\$24.65	65.8%	\$976	\$1,416	\$1,831	\$830	\$1,804	\$196
TAL Education Group	TAL	\$3.93	4.3%	\$607	\$10,282	\$5,311	-\$209	\$3,428	\$660
Personnel Supply Services									
Robert Half International Inc.	RHI	\$111.52	92.3%	\$12,179	\$0	\$6,461	\$799	\$7,276	\$979
ASGN Incorporated	ASGN	\$123.40	94.2%	\$6,445	\$3,627	\$4,305	\$450	\$4,319	\$516
ManpowerGroup Inc.	MAN	\$97.33	77.8%	\$5,757	\$9,452	\$20,397	\$645	\$21,575	\$767
Korn Ferry	KFY	\$75.73	89.4%	\$3,476	\$3,117	\$2,255	\$389	\$2,650	\$503
TrueBlue, Inc.	TBI	\$27.67	84.1%	\$973	\$1,010	\$2,070	\$75	\$2,321	\$108

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	15.2%	49.1%	20.6%	49.1%	26.4%	0.9x	12.3x	25.0x
Alphabet Inc.	GOOG	14.5%	32.1%	41.2%	35.4%	66.0%	0.0x	6.7x	18.8x
Meta Platforms, Inc.	FB	18.6%	32.1%	42.2%	48.7%	55.5%	1.3x	7.5x	15.4x
Oracle Corporation	ORCL	9.2%	N/A	5.1%	44.5%	6.8%	0.8x	6.6x	14.8x
Adobe Inc.	ADBE	14.1%	34.4%	22.7%	40.4%	32.7%	1.0x	15.9x	39.5x
International Business Machines Corporation	IBM	2.4%	23.7%	-22.1%	20.9%	-21.5%	1.1x	3.0x	14.1x
Intuit Inc.	INTU	12.8%	27.9%	31.6%	28.0%	11.7%	1.1x	15.3x	54.7x
Booking Holdings Inc.	BKNG	5.0%	7.3%	3.6%	24.7%	4.7%	1.2x	10.6x	43.0x
Fiserv, Inc.	FISV	2.1%	4.2%	4.9%	35.4%	22.7%	0.8x	5.9x	16.6x
Fidelity National Information Services, Inc.	FIS	1.5%	0.5%	7.5%	35.6%	23.7%	0.7x	6.9x	19.3x
Automatic Data Processing, Inc.	ADP	4.1%	50.1%	7.6%	26.1%	6.7%	0.8x	5.6x	21.5x
Activision Blizzard, Inc.	ATVI	9.0%	16.9%	18.2%	37.6%	17.5%	0.6x	6.1x	16.2x
VMware, Inc.	VMW	4.8%	21.7%	9.2%	24.1%	17.0%	0.8x	4.2x	17.5x
Cognizant Technology Solutions Corporation	CTSH	9.2%	16.5%	6.9%	17.9%	4.5%	1.1x	2.5x	13.9x
Carrefour SA	CA	3.0%	10.6%	-1.7%	4.9%	-2.5%	0.5x	0.4x	8.1x
eBay Inc.	EBAY	7.7%	28.4%	34.8%	29.8%	10.0%	1.1x	2.8x	9.4x
Cerner Corporation	CERN	8.5%	12.7%	2.8%	25.6%	12.8%	0.8x	4.9x	19.0x
TripAdvisor, Inc.	TRIP	-6.0%	-22.4%	-5.6%	-20.6%	N/A	1.3x	5.2x	-25.4x
	Mean	7.5%	20.3%	12.7%	28.2%	17.3%	0.9x	6.8x	19.0x
	Median	8.1%	21.7%	7.5%	28.9%	12.8%	0.9x	6.0x	17.1x

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%	0.8x	1.3x	8.5x
The Interpublic Group of Companies, Inc.	IPG	5.4%	23.3%	7.7%	19.7%	33.8%	1.0x	1.9x	9.9x
Lamar Advertising Company	LAMR	5.5%	31.4%	7.5%	45.1%	18.8%	1.4x	8.8x	19.4x
Clear Channel Outdoor Holdings, Inc.	CCO	0.2%	N/A	-0.9%	13.3%	46.2%	2.4x	4.0x	30.5x
	Mean	4.0%	31.7%	4.7%	23.4%	26.2%	1.4x	4.0x	17.1x
	Median	5.2%	31.4%	6.1%	17.6%	26.3%	1.2x	3.0x	14.7x
Consumer Credit Reporting, Mercantile Reporting, and Adjustment and Collection Agency									
S&P Global Inc.	SPGI	21.4%	74.8%	10.5%	56.5%	12.8%	1.0x	12.7x	22.5x
Moody's Corporation	MCO	13.6%	97.4%	12.3%	51.6%	14.5%	1.2x	11.7x	22.7x
Equifax Inc.	EFX	6.6%	21.6%	22.3%	32.0%	43.6%	1.5x	6.9x	21.6x
	Mean	13.9%	64.6%	15.0%	46.7%	23.6%	1.2x	10.4x	22.3x
	Median	13.6%	74.8%	12.3%	51.6%	14.5%	1.2x	11.7x	22.5x
Services to Dwellings and Other Buildings									
Rollins, Inc.	ROL	14.4%	34.7%	12.2%	22.0%	17.0%	0.6x	6.4x	29.1x
ABM Industries Incorporated	ABM	5.5%	8.1%	4.0%	7.2%	20.3%	1.2x	0.6x	8.5x
Healthcare Services Group, Inc.	HCSG	6.8%	15.1%	-7.8%	5.6%	-23.3%	0.3x	0.7x	12.6x
	Mean	8.9%	19.3%	2.8%	11.6%	4.7%	0.7x	2.6x	16.7x
	Median	6.8%	15.1%	4.0%	7.2%	17.0%	0.6x	0.7x	12.6x

Source: Capital IQ

Valuation Metrics (cont.)

Return Profile, Trading Metrics

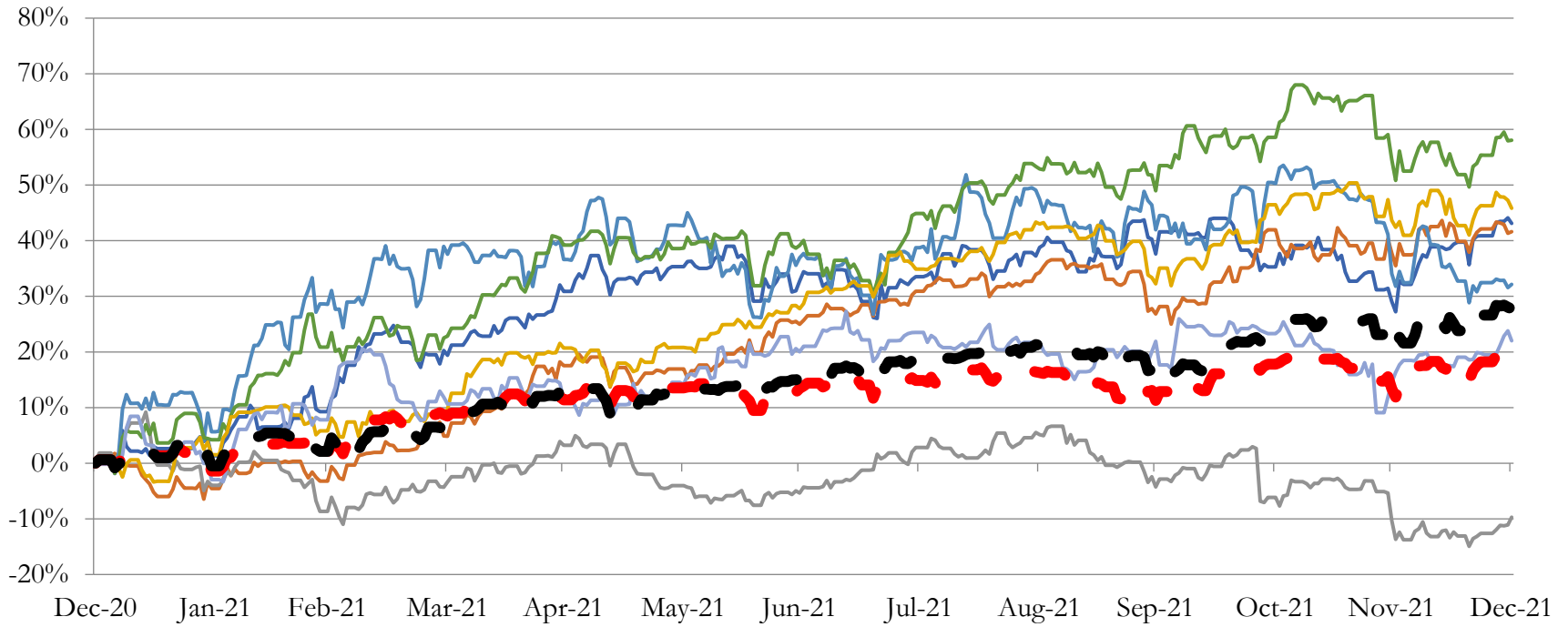
Company Name	Ticker	Return Profile					Trading Multiples		
		Return on Assets	Return on Equity	Revenue Growth	EBITDA Margin	EBITDA Growth	5-yr Beta	TEV / LTM Revenue	TEV / LTM EBITDA
Miscellaneous Equipment Rental and Leasing									
United Rentals, Inc.	URI	7.6%	26.3%	13.9%	27.7%	17.9%	1.8x	3.5x	12.7x
Rent-A-Center, Inc.	RCII	9.8%	26.0%	49.3%	12.3%	56.0%	1.5x	1.0x	8.4x
The Aaron's Company, Inc.	AAN	9.8%	13.3%	5.2%	45.4%	8.2%	0.0x	0.5x	1.2x
TAL Education Group	TAL	-2.9%	-34.3%	43.5%	-3.9%	N/A	0.1x	0.1x	-2.9x
	Mean	6.1%	7.8%	28.0%	20.3%	27.3%	0.9x	1.3x	4.9x
	Median	8.7%	19.7%	28.7%	20.0%	17.9%	0.8x	0.8x	4.8x
Personnel Supply Services									
Robert Half International Inc.	RHI	0.0%	47.5%	26.5%	12.4%	95.4%	1.5x	1.9x	15.2x
ASGN Incorporated	ASGN	6.6%	14.1%	18.7%	10.5%	19.4%	2.0x	1.5x	14.3x
ManpowerGroup Inc.	MAN	3.9%	13.7%	12.4%	3.2%	31.6%	1.9x	0.3x	8.9x
Korn Ferry	KFY	7.6%	20.0%	30.0%	17.3%	111.8%	1.5x	1.5x	8.9x
TrueBlue, Inc.	TBI	3.1%	10.9%	7.9%	3.6%	68.5%	1.5x	0.5x	12.9x
	Mean	4.2%	21.2%	19.1%	9.4%	65.3%	1.7x	1.1x	12.1x
	Median	3.9%	14.1%	18.7%	10.5%	68.5%	1.5x	1.5x	12.9x

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

Source: Capital IQ

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Recent M&A Activity

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

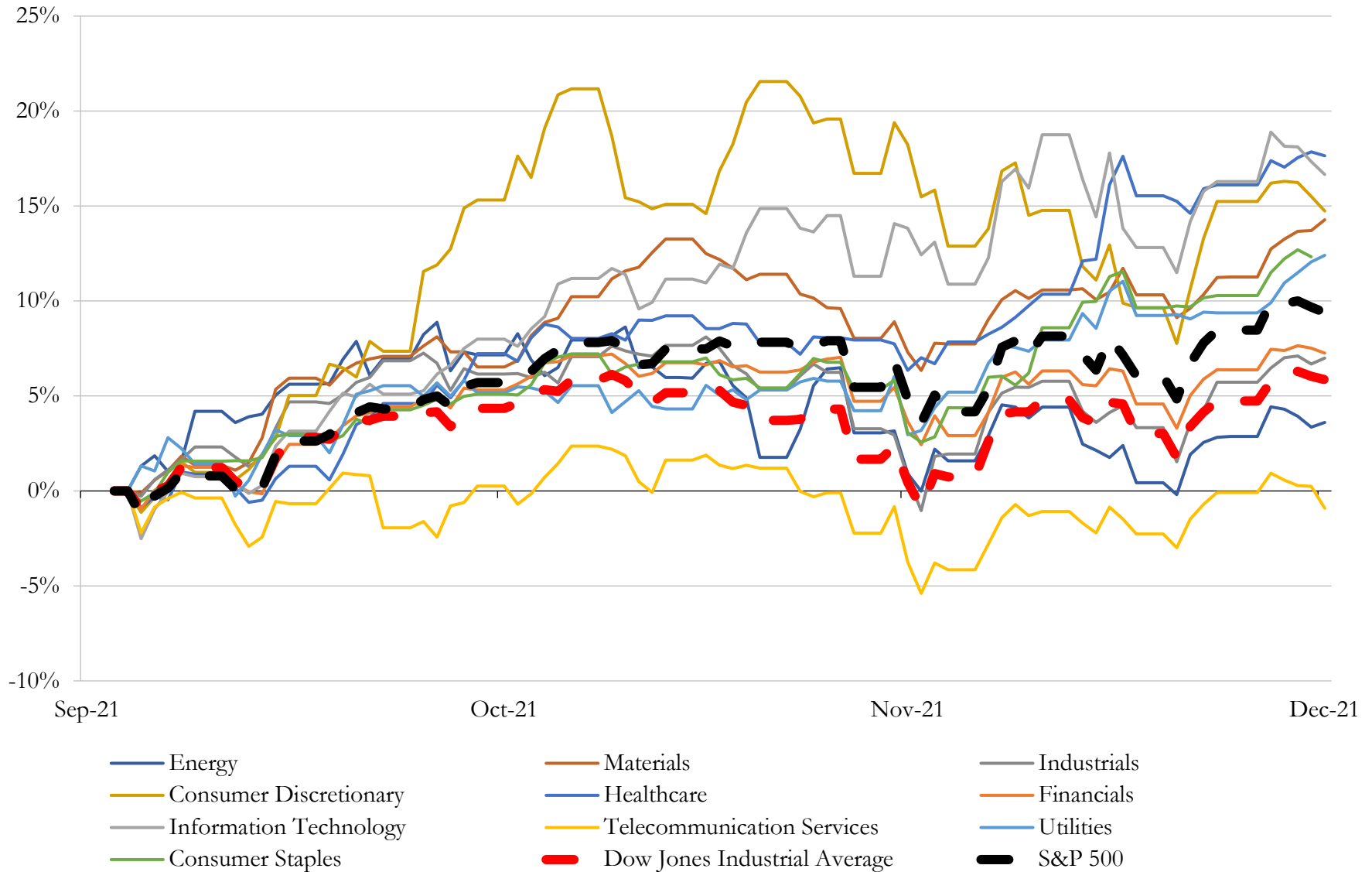
(USD in millions)

Close Date	Target	Acquirer	Implied TEV
Jul-21	Slack Technologies, Inc.	salesforce.com, inc.	\$27,770
Nov-21	The Rocket Science Group, LLC	Intuit Inc.	\$11,756
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
Oct-21	Medallia, Inc.	Thoma Bravo, L.P.	\$6,530
May-21	Auth0, Inc.	Okta, Inc.	\$6,408
Dec-21	ProQuest LLC	Clarivate Plc	\$5,324
Oct-21	Cornerstone OnDemand, Inc.	Clearlake Capital Group, L.P.	\$5,211
Mar-21	OSIsoft, LLC	AVEVA US 1 Corp.; AVEVA US 2 Corp.	\$5,020
Oct-21	Cloudera, Inc.	Clayton, Dubilier & Rice, LLC; KKR & Co. Inc.	\$4,484
Apr-21	Pluralsight, Inc.	Vista Equity Partners Management, LLC; Partners Group Holding AG; Vista	\$4,364
Jul-21	Calypso Technology, Inc.	Thoma Bravo, L.P.	\$3,750
Oct-21	Global Enterprise Asset Management (EAM) Business of Infor, Inc.	Hexagon AB (publ)	\$2,751
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.	\$2,206
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
Dec-21	Mailgun Technologies, Inc.	Pegasus Corp One	\$1,892
Oct-21	Appriss Insights, LLC	Equifax Workforce Solutions, Inc.	\$1,825
Nov-21	QAD Inc.	Thoma Bravo, L.P.; Thoma Bravo Fund XIV LP	\$1,789
Sep-21	Sphera Solutions, Inc.	Blackstone Inc.; Blackstone Capital Partners VIII, L.P.	\$1,400
Apr-21	Thycotic Software Ltd.	Public Sector Pension Investment Board; ThycoticCentrify; Thoma Bravo, L.P.	\$1,400
Apr-21	The Gearbox Entertainment Company, LLC	Embracer Group AB (publ)	\$1,378

Source: Capital IQ

5 Change in Market Capitalization by Sector

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

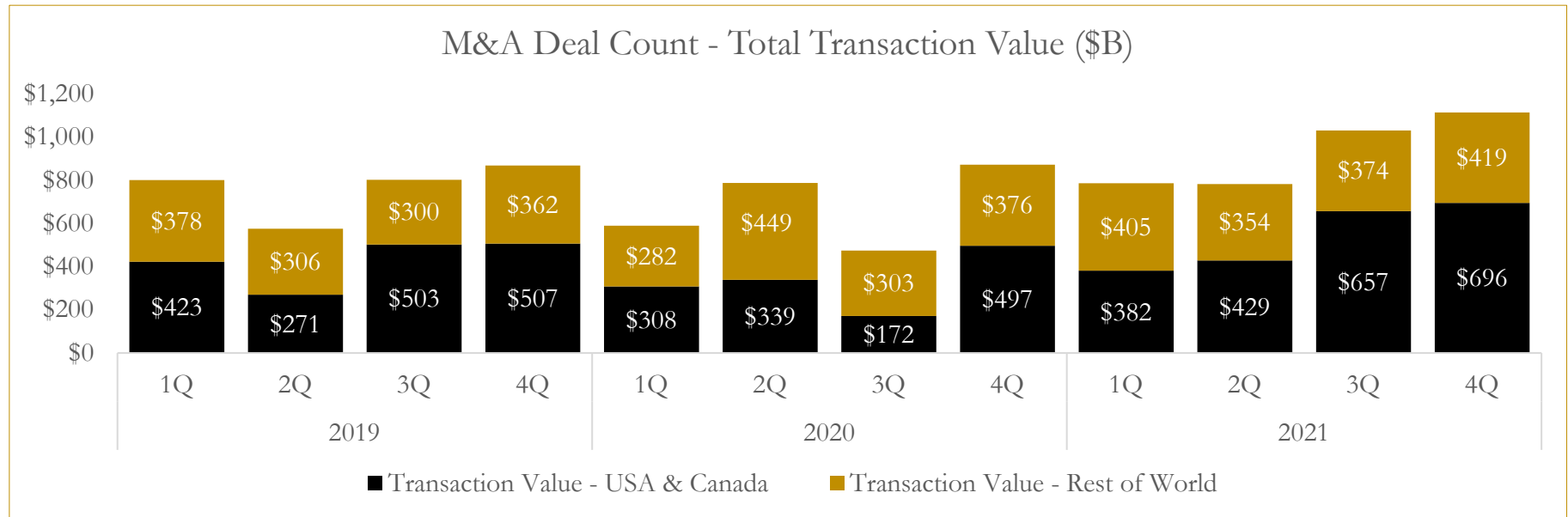
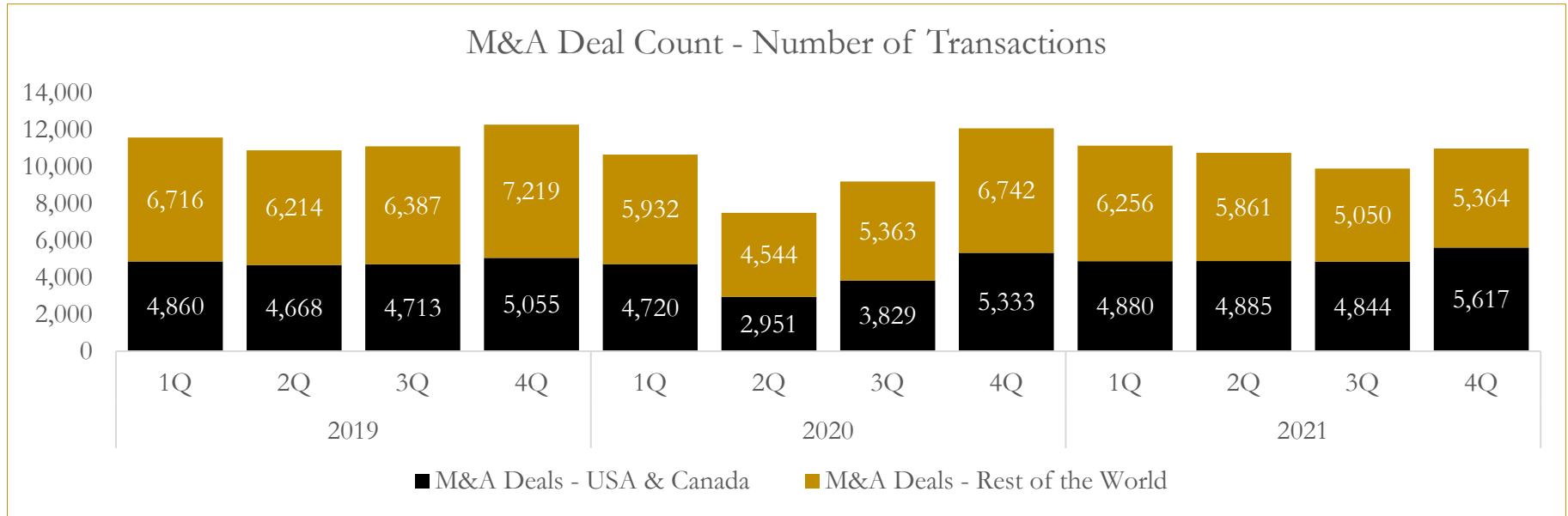


Source: Capital IQ

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M&A Deal Flow Statistics

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



Source: Capital IQ

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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