

## **HW Cloud Managed Services and Hosting Solutions Introduction**

### HARRIS WILLIAMS ("HW")

- 25+ years and more than 1,000 closed transactions
- 350+ professionals across eight offices globally
- 170+ closed transactions in the last 24 months
- 10 industry groups

### **FOCUSED ADVISORY SERVICES**

- Mergers and acquisitions (M&A)
- Capital raises
- Corporate divestitures

### **CONSISTENT RECOGNITION FOR QUALITY**









### **HW TECHNOLOGY GROUP**

- 35+ dedicated Technology professionals
- Technology offices include Boston, San Francisco, and London

### **KEY TECHNOLOGY THEMES**

✓ SaaS / Cloud

✓ Data & Analytics

✓ Digital Transformation

✓ A.I. / Machine Learning

### HORIZONTAL FOCUS SECTORS

- Application Software
- Cloud Managed Services and Hosting Solutions
- Compliance Solutions
- CRM and Marketing Automation
- Human Capital Management
- Infrastructure and Security Software
- IT and Tech-Enabled Services
- Marketing, Research, and Insights Software

### **VERTICAL FOCUS SECTORS**

- Architecture, Engineering, and Construction Software
- Education Technology and Services
- Energy Technology
- Facilities and Real Estate Software
- Financial Technology and Payments
- Government Technology
- Healthcare IT
- Industrial and Supply Chain Technology
- Internet and eCommerce
- Retail Technology

### HW CLOUD MANAGED SERVICES AND HOSTING SOLUTIONS TEAM

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SELECT
CLOUD AND
MANAGED
SERVICES
HOSTING
EXPERIENCE











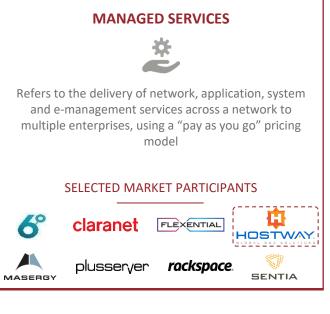






## **Cloud Managed Services and Hosting Taxonomy**







### SELECTED HW CLOUD MANAGED SERVICES AND HOSTING TRANSACTIONS



Provider of a post-warranty alternative for storage, server and networking hardware maintenance for IT data centers



Provider of mass hosting services for SMEs, including web hosting, domains, eCommerce and application solutions in the Benelux, Nordic countries and Switzerland



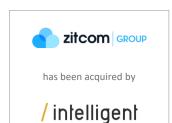
Provider of services allowing SMEs to move their IT infrastructure and operations into the cloud, as well as providina end user support and consulting as part of a full-service IT offering



Provider of web domains, shared web hostina and value-added services with leading positions in Sweden and the Czech Republic, and presence in Central Europe and the UK



Provider of managed technology services with national scale in the US and the capability to design, deploy and support technology solutions from cable to cloud

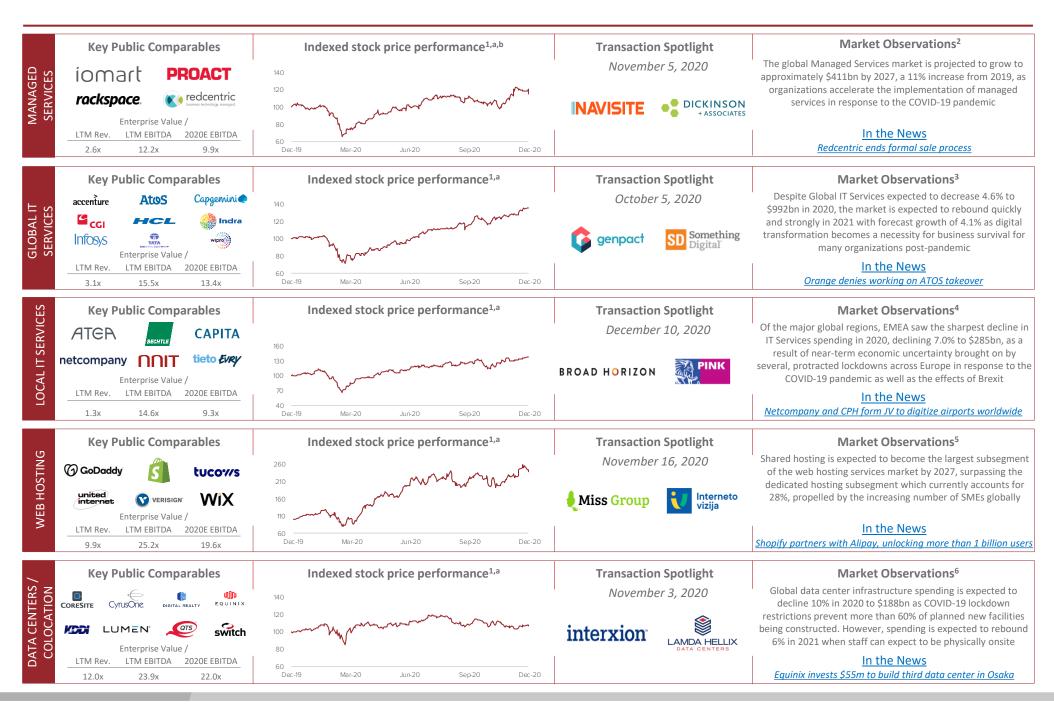






managed servers and applications for larger customers

### **Market Observations**



## Select Cloud Managed Services and Hosting M&A Transactions

blue acorn is a US-based IT services provider

Announced October 8, 2020

### Infosys' acquisition of blue acorn iCi7

Global IT Services







- The company specializes in providing digital commerce, customer experience, eCommerce and experience-driven commerce services for Fortune 500 brands
- The acquisition will further strengthen Infosys' end-to-end customer experience offerings, enabling significant cross-technology capabilities and enhancing its competencies in the Adobe, Magento, Salesforce Commerce and Shopify ecosystems

Announced November 2, 2020

### Clearlake's take-private acquisition of Endurance<sup>7</sup>

Web Hosting







- Endurance is a US-based global provider of cloud-based platform solutions for SMEs
- The company has approximately 5 million subscribers across its portfolio of web hosting, presence, email marketing, domains, security, productivity and eCommerce solutions
- The take-private acquisition provides Clearlake with a platform of global scale to consolidate a fragmented market as well as the
  opportunity to leverage its expertise to drive operational efficiencies

Announced November 11, 2020

### Rackspace's acquisition of Bright Skies<sup>7</sup>

Managed Services







- Founded in 2014, Bright Skies is a Germany-based provider of cloud services technology
- The company is primarily focused on providing cloud-native services including managed services, digital transformation and data center modernization
- The transaction will strengthen Rackspace's presence in Germany, adding approximately 500 customers and 55 employees to its portfolio, more than doubling the size of its Multi-Cloud Professional Services segment in the region

Announced December 2, 2020

### IT Relation's acquisition of Improsec<sup>7</sup>

Local IT Services







- Improsec is a Denmark-based cybersecurity and technical consulting solutions provider
- The company provides independent cybersecurity services, spanning from technical offensive and defensive testing to strategic cybersecurity advisory services to private enterprises and public organizations
- The acquisition enables IT Relation to expand its service offering as well as establish a strong platform in the rapidly growing and highly specialized cybersecurity services market

Announced December 15, 2020

### GoDaddy's acquisition of Poynt<sup>7</sup>

Web Hosting







- Poynt is a US-based provider of digital payment processing solutions for SMEs
- The company's solutions are used by over 100,000 merchants, representing approximately \$16 billion in annual gross merchandising volume
- The acquisition enhances GoDaddy's payment offering as well as advances its strategy to further monetize eCommerce uptake as it continues to focus on scaling its Online Store and commerce capabilities

## IT & Tech-Enabled Services – Trading Comparables

### VALUATION<sup>1</sup>

As of December 31, 2020 (\$ in millions)

Hosting and Managed Services	Enterprise	Market	% of 52	1-Year Stock	3-Year Stock	Revenue	Growth	2020E EBITDA		Enterpri	se Value /	
Company	Value	Capitalization	Week High	Performance	Performance	2020E	2021P	Margin	'20E Rev.	'21P Rev.	'20E EBITDA	'21P EBITDA
				MANAGE	D SERVICE	ES						
Rackspace	\$7,722	\$3,818	83.8%	NM	NM	10.5%	8.6%	28.2%	2.9x	2.6x	10.1x	9.6x
iomart	\$557	\$478	78.2%	(14.1%)	(17.9%)	3.6%	3.7%	36.7%	3.6x	3.4x	9.7x	9.2x
Proact IT	\$321	\$304	99.3%	48.4%	51.2%	9.5%	6.7%	10.1%	0.7x	0.7x	7.0x	6.5x
Redcentric	\$283	\$260	77.2%	20.4%	33.3%	2.2%	3.7%	21.5%	2.3x	2.2x	10.6x	8.0x
Managed Services Median	\$439	\$391	81.0%	20.4%	33.3%	6.5%	5.2%	24.9%	2.6x	2.4x	9.9x	8.6x

				GLOBAL	IT SERVIC	ES						
Accenture	\$160,940	\$165,669	96.3%	24.0%	70.6%	4.4%	7.5%	17.1%	3.5x	3.3x	20.7x	17.8x
Tata Consultancy Services	\$141,833	\$147,101	97.0%	32.4%	112.0%	4.1%	9.7%	27.0%	6.4x	5.9x	23.9x	21.2x
Infosys	\$70,078	\$72,960	99.8%	67.4%	110.7%	6.3%	9.7%	26.5%	5.3x	4.8x	19.8x	17.8x
Capgemini	\$35,121	\$26,141	98.9%	16.4%	28.2%	12.3%	7.4%	15.3%	1.8x	1.7x	11.8x	10.8x
HCL Technologies	\$34,531	\$35,159	99.6%	62.3%	85.7%	6.0%	9.2%	25.3%	3.4x	3.1x	13.4x	12.2x
Wipro	\$25,781	\$30,114	98.9%	57.0%	64.3%	1.6%	5.7%	21.4%	3.1x	2.9x	14.4x	13.3x
CGI	\$22,481	\$20,275	88.2%	(7.1%)	47.9%	1.1%	2.2%	19.8%	2.3x	2.3x	11.8x	11.2x
Atos	\$12,415	\$9,862	90.7%	0.6%	(38.4%)	(2.8%)	1.3%	14.0%	0.9x	0.9x	6.4x	6.1x
Indra Sistemas	\$2,294	\$1,504	61.3%	(31.4%)	(38.8%)	(6.7%)	3.0%	5.7%	0.6x	0.6x	10.7x	5.8x
Global IT Services Median	\$34,531	\$30,114	97.0%	24.0%	64.3%	4.1%	7.4%	19.8%	3.1x	2.9x	13.4x	12.2x

				LOCALI	T SERVICI	ES						
Bechtle	\$9,433	\$9,166	93.6%	42.5%	156.6%	7.8%	11.1%	6.2%	1.3x	1.2x	21.3x	19.7x
Netcompany	\$5,126	\$5,023	99.2%	96.4%	NM	16.4%	17.8%	28.1%	10.9x	9.3x	38.9x	32.8x
TietoEVRY	\$5,042	\$3,891	85.8%	(3.1%)	3.4%	1.8%	1.6%	18.3%	1.5x	1.4x	8.0x	7.9x
Capita	\$2,606	\$887	22.2%	(76.1%)	(90.2%)	(10.4%)	4.3%	10.9%	0.6x	0.6x	5.3x	4.9x
Atea	\$1,695	\$1,547	93.4%	(5.8%)	4.9%	7.0%	5.9%	3.7%	0.4x	0.3x	9.9x	8.7x
NNIT	\$554	\$491	85.2%	9.0%	(29.1%)	(8.0%)	5.0%	13.6%	1.2x	1.1x	8.8x	7.5x
Local IT Services Median	\$3,824	\$2,719	89.6%	2.9%	3.4%	4.4%	5.5%	12.2%	1.3x	1.2x	9.3x	8.3x

## IT & Tech-Enabled Services – Trading Comparables

### VALUATION<sup>1</sup>

Data Centers / Colocation Median

\$27,663

\$9,753

84.7%

11.8%

As of December 31, 2020 (\$ in millions)

Hosting and Managed Services	Enterprise	Market	% of 52	1-Year Stock	3-Year Stock	Revenu	e Growth	2020E EBITDA		Enterpri	se Value /	
Company	Value	Capitalization	Week High	Performance	Performance	2020E	2021P	Margin	'20E Rev.	'21P Rev.	'20E EBITDA	'21P EBITDA
				WEBI	HOSTING							
Shopify	\$133,639	\$138,858	88.1%	184.7%	1,020.7%	80.8%	32.6%	14.9%	46.8x	35.3x	NM	NM
VeriSign	\$25,337	\$24,693	97.8%	12.3%	89.1%	2.6%	6.6%	68.9%	20.0x	18.8x	29.1x	26.9x
GoDaddy	\$16,795	\$13,928	90.3%	22.1%	65.0%	10.7%	10.9%	25.6%	5.1x	4.6x	19.8x	17.5x
Wix.com	\$13,282	\$13,908	78.3%	104.2%	334.3%	28.3%	29.2%	10.2%	13.6x	10.5x	NM	NM
United Internet	\$10,059	\$7,885	78.5%	17.6%	(40.0%)	3.4%	3.1%	22.3%	1.5x	1.5x	6.9x	6.7x
Tucows	\$899	\$784	93.2%	19.6%	5.5%	(2.6%)	(2.6%)	14.2%	2.7x	2.8x	19.3x	19.8x
Web Hosting Median	\$15,039	\$13,918	89.2%	20.9%	77.0%	7.0%	8.8%	18.6%	9.3x	7.6x	19.6x	18.7x
			DAT	A CENTER	S / COLO	CATION						
KDDI	\$84,505	\$67,925	88.8%	(5.7%)	9.3%	0.9%	1.6%	33.2%	1.7x	1.6x	5.0x	5.0x
Equinix	\$74,732	\$63,635	85.0%	22.4%	57.6%	9.4%	9.6%	47.5%	12.5x	11.4x	26.2x	23.6x
Digital Realty Trust	\$54,157	\$39,086	84.3%	16.5%	22.5%	20.2%	11.9%	55.4%	14.0x	12.5x	25.3x	22.7x
Lumen Technologies	\$43,164	\$10,697	63.7%	(26.2%)	(41.5%)	(7.6%)	(3.1%)	42.6%	2.1x	2.2x	4.9x	5.0x
CyrusOne	\$12,162	\$8,809	84.3%	11.8%	22.9%	5.0%	9.2%	51.9%	11.8x	10.8x	22.7x	20.5x
CoreSite Realty	\$7,258	\$5,358	95.4%	11.7%	10.0%	5.8%	8.2%	53.2%	12.0x	11.1x	22.5x	20.8x
QTS Realty Trust	\$6,260	\$3,987	85.2%	14.0%	14.3%	11.7%	12.5%	54.5%	11.7x	10.4x	21.5x	19.0x
Switch	\$3,268	\$1,948	81.9%	10.5%	(10.0%)	11.4%	10.9%	50.9%	6.3x	5.7x	12.5x	11.2x

12.1%

7.6%

9.4%

51.4%

11.8x

10.6x

22.0x

19.7x

# IT & Tech-Enabled Services – Transaction Activity

SELECT RECENT M&A TRANSACTIONS <sup>7</sup>						
Announced date	Target / Issuer	Buyer	Description			
10/01/2020	TicMind Consulting	Izertis	Spain-based company specialized in the development of applications on the different Salesforce cloud platforms			
10/03/2020	Profihost	dogado	Germany-based provider of hosting services			
10/05/2020	Something Digital	Genpact	US-based eCommerce website design, digital strategy and user experience agency			
10/05/2020	Zag	Accenture	New Zealand-based SAP specialist provider offering services such as consulting, development, support, testing and cloud migration			
10/06/2020	Myrtle Consulting Group	Accenture	US-based industrial operations consulting firm			
10/06/2020	Telia Carrier AB	Polhem Infra AB	Sweden-based operator of internet backbone and offers internet, voice, network connectivity and related services			
10/07/2020	Avenai	Accenture	Canada-based consulting and technology services provider			
10/08/2020	Blue Acorn iCi	Infosys	US-based provider of digital customer experience, commerce and analytics services and an Adobe Platinum partner			
10/13/2020	Eximius Design	Wipro	US-based engineering services company with strong expertise in semiconductor, software and systems design			
10/13/2020	digital.security	Atos	France-based cybersecurity company			
10/19/2020	Maticmind	RedFish LongTerm Capital	Italy-based IT consultancy and systems integrator			
10/22/2020	SEC Consult Unternehmensberatung	Atos	Austria-based cyber and application security consultancy company			
10/22/2020	Eagle Creek Software Services	Atos	US-based technology and management consulting company specialized in Salesforce enterprise implementations for customers across North America			
10/23/2020	Cetus Solutions	Proact	UK-based cloud and workspace specialist			
10/26/2020	Enimbos Global Services	Accenture	Spain-based cloud services company with deep specialization in cloud migration services			
10/27/2020	Netstar	AirIT	UK-based provider of managed IT services and technology consulting services			
10/27/2020	Microtrading	AirIT	UK-based IT managed service provider primarily focused on the sport and recreation sectors			
10/27/2020	OpusLine	Accenture	France-based consulting company which provides strategic advisory and transformational services to public- and private-sector healthcare providers as well as life sciences and insurance companies			
10/29/2020	Zoner Oy	group.ONE	Finland-based provider web hosting services			
11/02/2020	Endurance International Group	Clearlake Capital	US-based provider of web hosting, domain and online solutions			
11/02/2020	Breedband	Signet (team.blue)	Netherlands-based internet service provider			
11/03/2020	Lamda Hellix	Interxion (Digital Realty)	Greece-based colocation and interconnection provider serving Southeastern Europe			
11/05/2020	Dickinson + Associates	Navisite	US-based SAP consulting firm			
11/05/2020	Clariba	Seidor	Spain-based analytics specialist			
11/07/2020	American International Group (shared service centres)	Accenture	US-based company engaged in providing integrated business solutions			
11/08/2020	Freeparking	Web.com	New Zealand-based domain name registrar and web hosting provider			
11/09/2020	Excellis Health Solutions	NNIT	US-based global provider specializing in end-to-end supply chain consulting services to the life sciences industry			
11/09/2020	Postbank Systems	Tata Consultancy Systems	Germany-based IT unit of Deutsche Bank			

# IT & Tech-Enabled Services – Transaction Activity

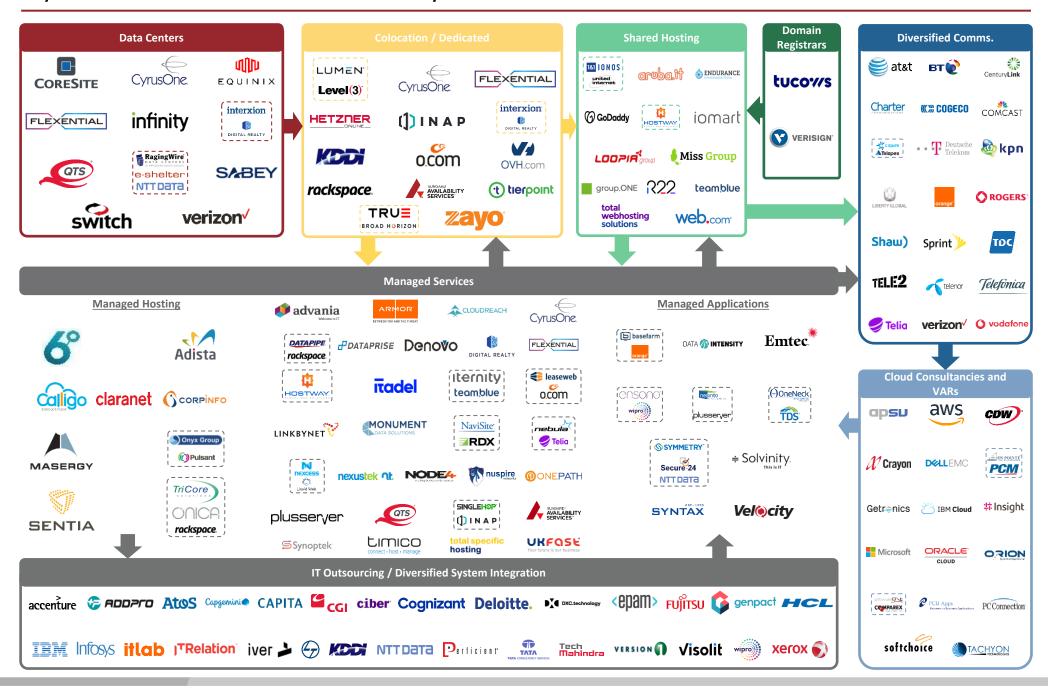
SELECT RE	CENT M&A TRANSACTION	NS <sup>7</sup>	
Announced date	Target / Issuer	Buyer	Description
11/11/2020	MAC IT-Solutions	Ufenau Capital	Germany-based IT services provider specialized in the field of eCommerce and omnichannel software solutions
11/11/2020	Bright Skies	Rackspace	Germany-based cloud services technology provider with a focus on Microsoft Azure, cloud managed services and modern work
11/12/2020	Pramerica Systems Ireland Limited (select assets)	Tata Consultancy Systems	Select assets of Ireland-based Pramerica Systems engaged in providing integrated business and technology services
11/16/2020	UAB	Miss Group	Lithuania-based web hosting business with approximately 68,000 customers and 170,000 registered domains
11/16/2020	Frontwalker	Empir	Sweden-based IT consultant
11/17/2020	UniWare Global Services	Alten	France-based IT services provider specialized in infrastructure, applications engineering and consulting
11/18/2020	ZilkerTechnology	EY	US-based digital consultancy and systems integrator with deep sector experience in consumer products, health care, financial services, energy and utilities
11/19/2020	Artemys	Andera Partners	France-based IT services provider specialized in information systems architecture and infrastructures, user experience, business intelligence, big data, security and networks, open source and MOE and MOA support
11/20/2020	Arca Telecom	Accenture	Spain-based company engaged in providing engineering and support services to the telecommunications sector
11/20/2020	De Hosting Makelaar	Total Webhosting Solutions	Netherlands-based company providing web hosting solutions
11/23/2020	End-to-End Analytics	Accenture	US-based boutique analytics and data science consultancy
11/26/2020	Magnus Group	Holland Capital	Netherlands-based IT company in the field of digital transformation
11/30/2020	Agilitas IT Solutions	Perwyn	UK-based provider of outsourced inventory management to IT maintenance companies
11/30/2020	Maestral Solutions; Mistral Technologies	Olympia Capital Partners	Netherlands-based IT consulting companies
12/01/2020	Edifixio	Atos	France-based cloud and Salesforce consulting and integration company
12/02/2020	Improsec	IT Relation	Denmark-based cybersecurity company
12/02/2020	RunAs Cloud	Keyrus	US-based cloud consulting firm specialized in analyzing clients' large-scale business and technical goals and building strategies to achieve them using the public cloud
12/02/2020	Sensa	Crayon	Iceland-based IT services company providing hosting and operations services as well as communications and security solutions to the corporate market
12/02/2020	Hot Item	Conclusion	Netherlands-based data consultant focused entirely on developing educational games and helping to run business-critical applications in the cloud
12/03/2020	Arcus Cloud Services	Timico	UK-based provider of advice, design, implementation and support services for the Amazon Web Services cloud
12/03/2020	Network Integrity Services	Calligo	UK-based IT managed services provider specializing in managed IT, cloud and security services
12/03/2020	HashedIn Technologies	Deloitte	India-based technology company focused on high-end product development and software engineering
12/08/2020	AllCloud	AWS	US-based cloud professional services company
12/09/2020	Riverbank IT Management	AirIT	UK-based IT support, cloud solutions and cybersecurity services provider
12/09/2020	Nexus GS	AirIT	UK-based IT support, installation and maintenance provider for SMEs
12/09/2020	Webnode	team.blue	Switzerland-based developer of professional websites for other companies
12/10/2020	Pink Elephant	Broad Horizon	Netherlands-based company providing IT service management solutions including innovative consulting and training IT management services
12/14/2020	Ateles Consulting	C.A.G Group	Sweden-based IT company

# IT & Tech-Enabled Services – Transaction Activity

SELECT RE	SELECT RECENT M&A TRANSACTIONS <sup>7</sup>							
Announced date	Target / Issuer	Buyer	Description					
12/15/2020	Poynt	GoDaddy	US-based payment technologies company providing a complete suite of products needed for small businesses to sell and accept payments anywhere					
12/15/2020	Cloudhouse Technologies	UpGuard	UK-based IT services company providing an integrated risk platform combining third-party risk management, security questionnaires and threat intelligence capabilities					
12/15/2020	Climber	Digia	Sweden-based IT consultancy providing consulting and solutions for the development of data-driven business					
12/15/2020	Itass	Arcus IT	Netherlands-based provider of cloud solutions and security solutions					
12/16/2020	Motiv ICT Security	Atos	Netherlands-based Managed Security Services provider					
12/17/2020	Groupe INEAT	Astek	France-based company specialized in enterprise information management					
12/21/2020	Nordcloud	IBM	Finland-based pan-European provider of public cloud services operating in 10 countries					
12/21/2020	Avectris	GIA Informatik	Switzerland-based IT service provider for Swiss medium-sized companies					
12/21/2020	Inawisdom	Cognizant	UK-based consultancy firm specializing in artificial intelligence, machine learning and data analytics					
12/22/2020	METRO-nom GmbH	Wipro	Germany-based IT unit of Metro AG					
12/24/2020	Deusto Sistemas	Seidor	Spain-based IT solutions company					

## IT & Tech-Enabled Services – Representative Landscape

Representative IT & Tech-Enabled Services providers



## Harris Williams Capabilities and Locations

Harris Williams has a broad range of industry expertise, which create powerful opportunities. Our clients benefit from our deep-sector experience, integrated industry intelligence and collaboration across the firm, and our commitment to learning what makes them unique. For more information, visit our website at www.harriswilliams.com/industries.





















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### Sources and Disclosures

### Sources

- 1. CapIQ; market data as of December 31, 2020.
- GlobeNewswire.
- 3. Gartner.
- 4. Gartner.
- 5. PR Newswire.
- 6. Gartner.
- 7. Mergermarket.

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