



# Mobile Technology Sector

## Quoted Company Analysis

**Second Quarter 2016**

# Sector Valuation Metrics

Company	Share Price Local	Market Cap	Net Debt	Enterprise	Revenue		EV/Revenue		EV/Revs		EV/EBITDA		Revenue Growth		EBITDA Margin		% Revs
	30-Jun-16	(\$m) <sup>(1)</sup>	(\$m) <sup>(2)</sup>	Value (\$m)	CY16E (\$m)	CY2015	CY2016E	Recurring	CY2015	CY2016E	CY2015	CY2016E	CY2015	CY2016E	Recurring <sup>(3)</sup>		
<b>Selected Large Cap</b>																	
MSCI	77.12	7,442	802	8,244	1,150	7.7x	7.2x	9.0x	17.1x	15.1x	7.9%	7.0%	44.8%	47.4%	80%		
Gemalto	54.79	5,407	364	5,771	3,549	1.7x	1.6x	NA	13.4x	8.8x	5.8%	2.4%	12.4%	18.5%	NA		
DeNa	23.78	3,475	(644)	2,832	1,430	2.3x	2.0x	2.1x	10.3x	7.9x	-8.0%	25.8%	22.5%	25.0%	95%		
<b>Average</b>						<b>3.9x</b>	<b>3.6x</b>		<b>13.6x</b>	<b>10.6x</b>			<b>26.6%</b>	<b>30.3%</b>	<b>87.4%</b>		
<b>Total (Large Cap)</b>		<b>16,325</b>	<b>522</b>	<b>16,846</b>													
<b>Selected Mid Cap</b>																	
PayPoint	9.03	816	(116)	700	199	2.1x	3.5x	4.0x	18.4x	10.8x	-9.1%	-50.5%	11.6%	32.6%	88%		
Telit Communications	2.43	370	(1)	369	383	1.1x	1.0x	11.0x	9.2x	6.8x	13.4%	14.7%	12.0%	14.1%	9%		
NetQin Mobile	3.70	356	(78)	278	NA	0.7x	NA	NA	NM	NA	22.4%	NA	-4.5%	NA	81%		
Glu Mobile	2.20	291	(181)	111	219	0.4x	0.5x	0.6x	17.5x	NM	12.0%	-12.4%	2.5%	-7.2%	83%		
Myriad Mobile	2.35	268	(31)	237	NA	8.7x	NA	NA	NM	NA	-32.1%	NA	-229.6%	NA	57%		
<b>Average</b>						<b>2.6x</b>	<b>1.7x</b>		<b>15.0x</b>	<b>8.8x</b>			<b>-41.6%</b>	<b>13.2%</b>	<b>63.8%</b>		
<b>Total (Mid Cap)</b>		<b>2,101</b>	<b>(407)</b>	<b>1,694</b>													
<b>Selected Small Cap</b>																	
IMImobile	170.00	136	(22)	114	94	1.3x	1.2x	1.4x	13.1x	7.9x	17.9%	1.6%	9.8%	15.4%	89%		
Net Mobile	7.16	99	22	121	NA	0.9x	NA	NA	7.5x	NA	-22.9%	NA	12.4%	NA	86%		
Monitise	0.03	81	(123)	(42)	93	NM	NM	-1.2x	NM	3.4x	-8.6%	-33.3%	11.8%	-13.4%	37%		
Seamless Distribution	9.55	55	1	56	38	1.7x	1.5x	4.5x	NM	NM	33.1%	14.8%	-34.2%	-21.2%	32%		
Bango	0.55	47	(17)	30	6	6.2x	4.8x	5.7x	NM	NM	-41.7%	27.2%	-111.8%	-54.2%	85%		
Artium Group	0.06	22	(0)	21	14	1.9x	1.5x	1.5x	27.3x	8.6x	-33.2%	37.9%	7.1%	18.0%	100%		
eServGlobal	0.08	22	10	32	23	1.6x	1.4x	3.7x	NM	67.3x	-30.1%	11.7%	-75.4%	2.1%	38%		
Cliq Digital	2.79	19	16	35	69	0.6x	0.5x	NA	1.7x	1.4x	-1.6%	10.8%	33.3%	35.7%	NA		
Crimson Tide	0.03	17	(0)	17	3	7.7x	6.4x	6.9x	25.2x	14.4x	7.5%	21.2%	30.7%	44.5%	93%		
Hi Media	4.74	16	(6)	10	69	0.1x	0.1x	0.3x	NM	11.6x	-67.4%	-4.1%	-15.8%	1.2%	55%		
Zamano	0.11	14	(7)	7	NA	0.3x	NA	NA	2.2x	NA	2.2%	NA	12.0%	NA	NA		
Vipera	0.04	12	(5)	8	9	0.7x	0.8x	11.2x	NM	NM	32.2%	-11.3%	-9.0%	-8.9%	7%		
Mobile Tornado Group	0.03	10	10	20	3	5.9x	6.1x	11.3x	NM	NM	20.0%	-4.0%	-55.9%	-56.5%	54%		
Yoc	2.58	9	3	13	14	1.2x	0.9x	NA	NM	NM	-10.4%	31.0%	-12.1%	-6.7%	NA		
Mobile Streams	0.04	2	(3)	(1)	NA	NA	NA	NA	NA	NA	-42.0%	NA	NA	NA	100%		
Velti	0.01	1	(8)	(8)	150	NM	NM	-0.1x	0.2x	NM	42.9%	-45.3%	-29.4%	0.6%	84%		
<b>Average</b>						<b>2.3x</b>	<b>2.3x</b>		<b>11.0x</b>	<b>16.4x</b>			<b>-15.1%</b>	<b>-3.3%</b>	<b>66.2%</b>		
<b>Total (Small Cap)</b>		<b>562</b>	<b>(130)</b>	<b>432</b>													
<b>Sector Total</b>		<b>18,987</b>	<b>(15)</b>	<b>18,973</b>													

(1) Excludes treasury shares

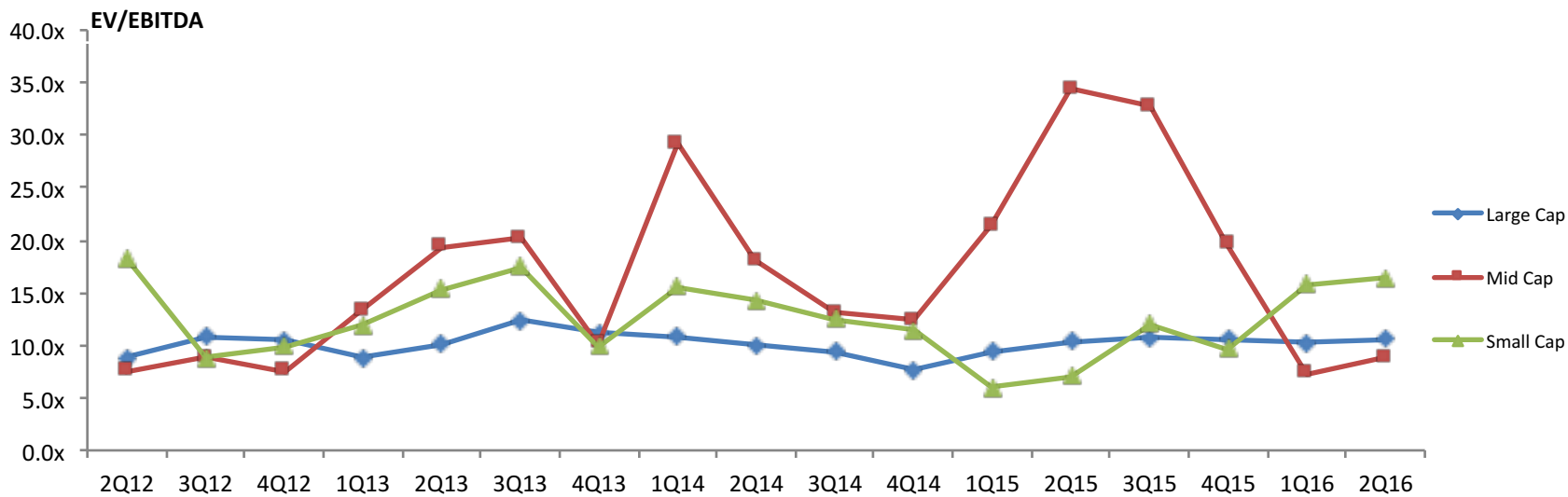
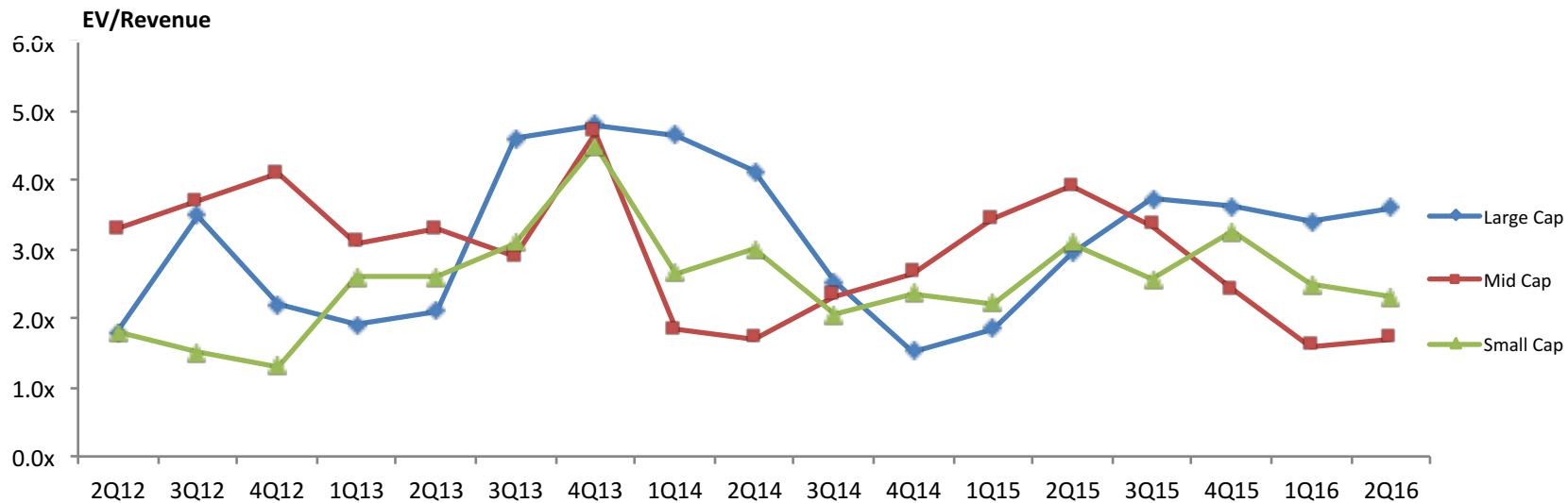
(2) Net financial debt minus marketable securities and collaterals.

(3) Recurring revenues (maintenance, subscriptions, SaaS etc) where reported for last full year

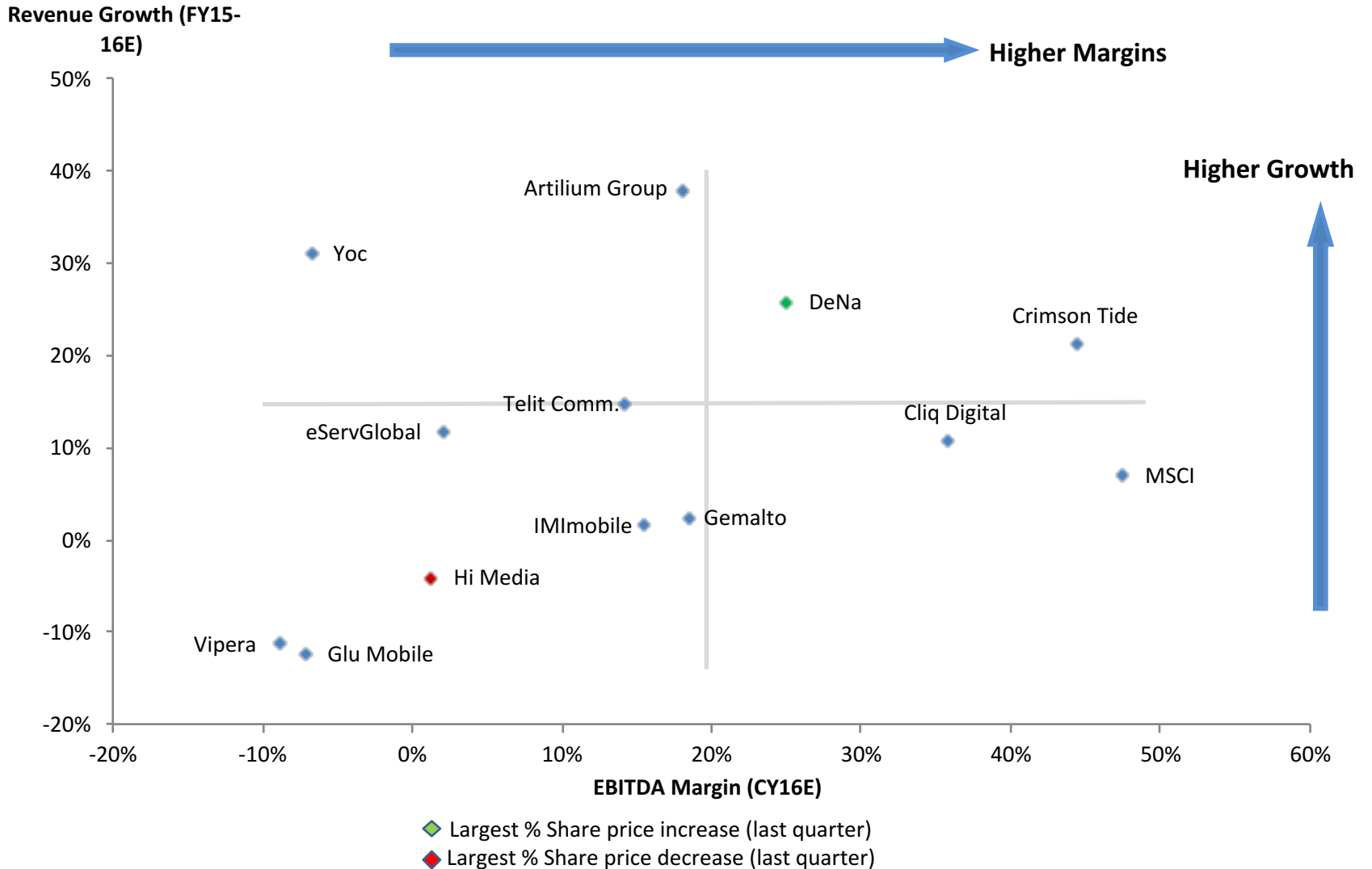
(4) For companies having financial year end as February and March, FY15 and FY16E correspond to FY14/15 and FY15/16 respectively

(5) InternetQ has been removed by the list as the company has been acquired by a consortium led by Toscafund Asset Management, Penta Capital and Panagiotis Dimitropoulos w.e.f April 29, 2016.

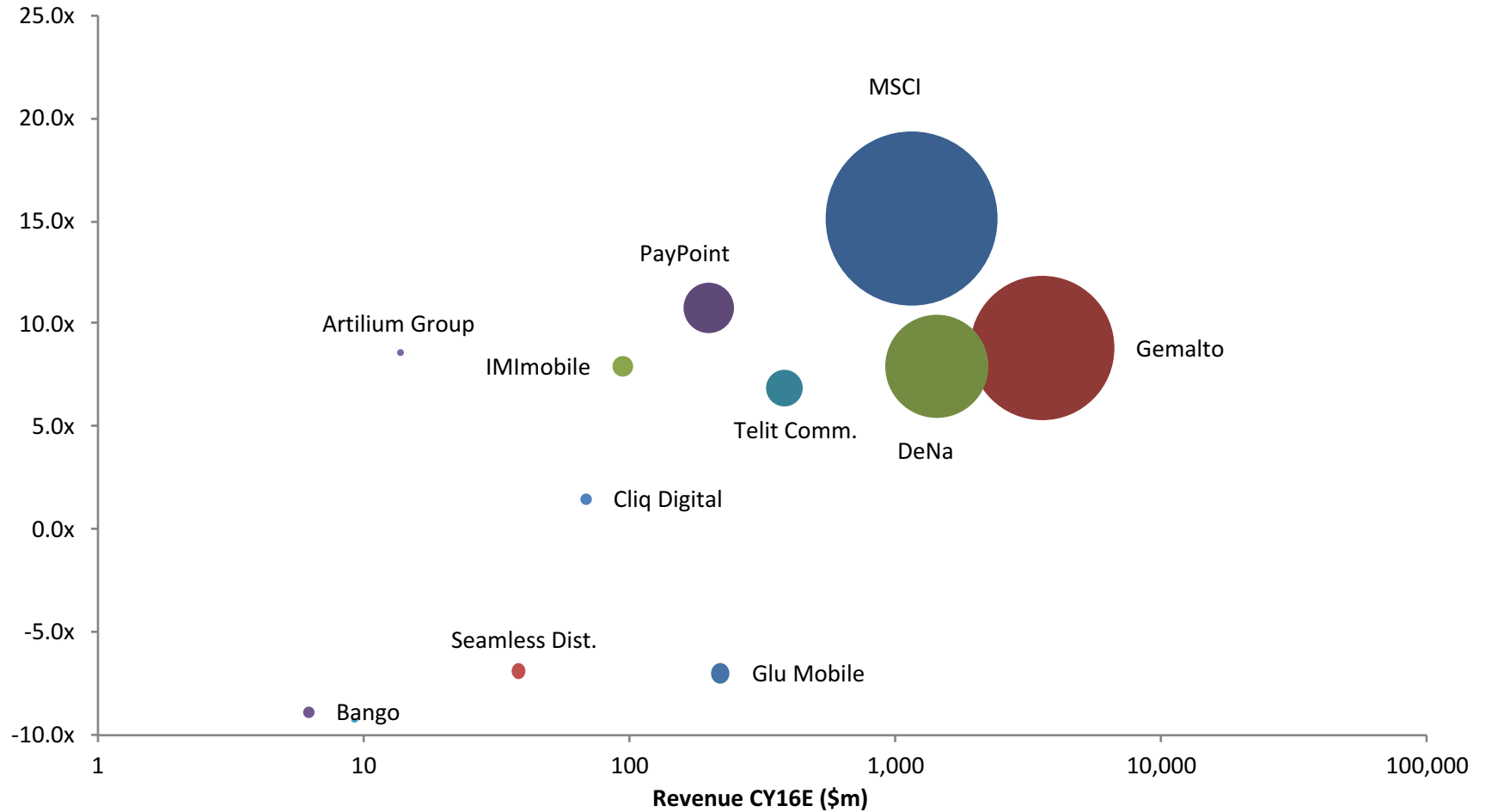
(6) NM - not meaningful and NA - not available



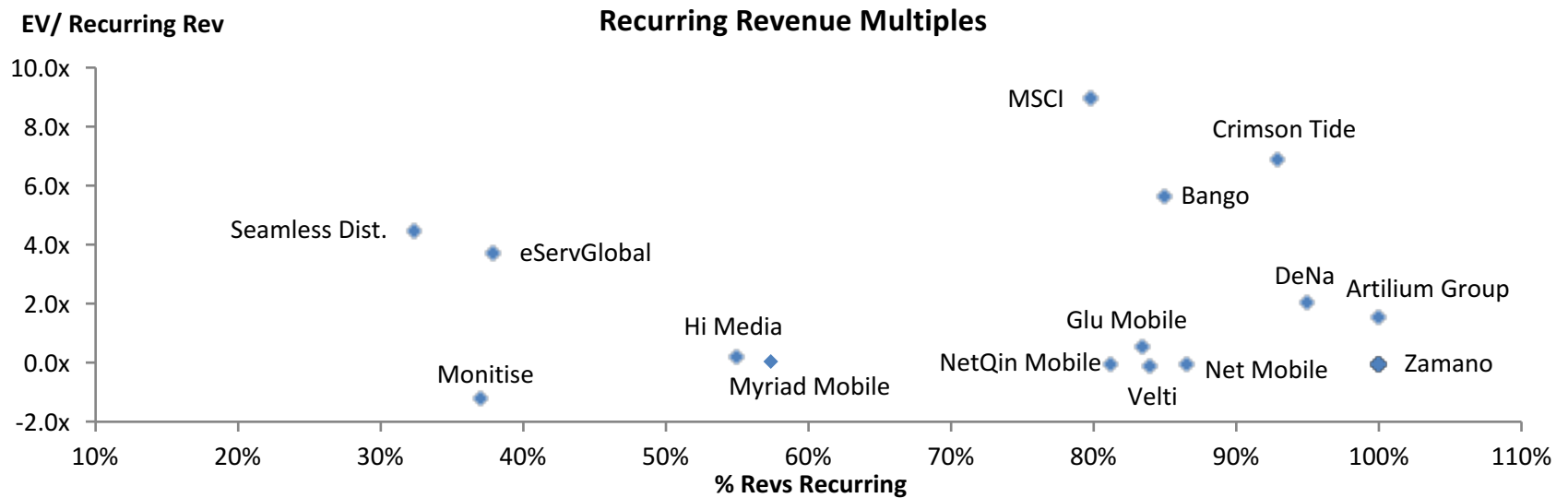
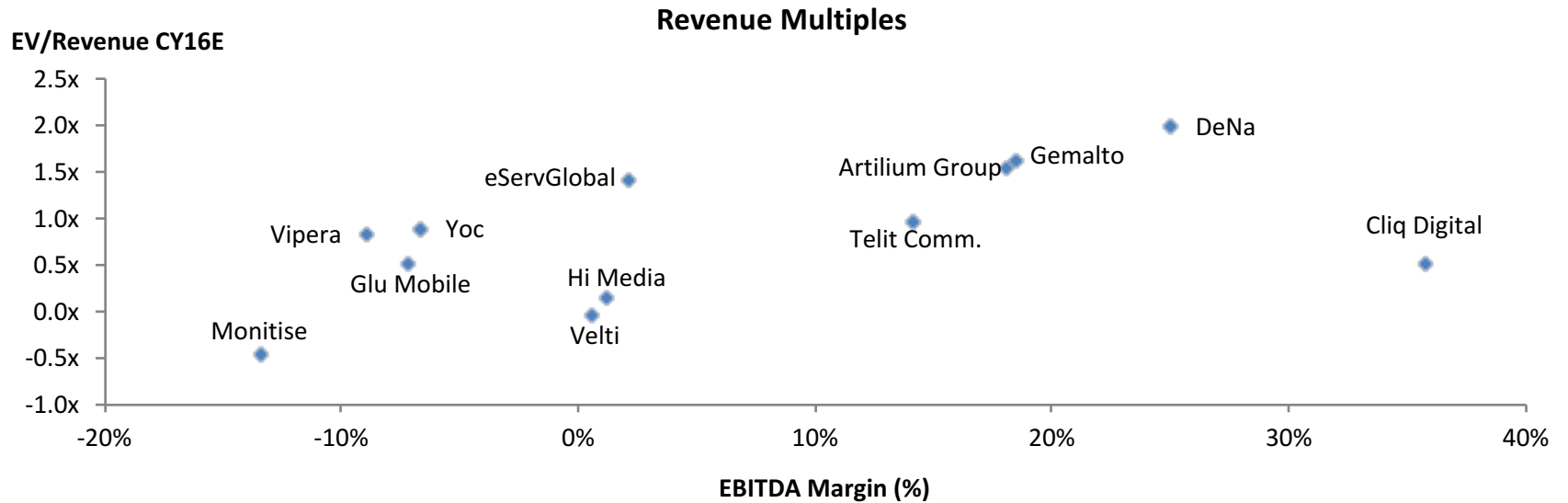
# Performance Quadrants: Revenue Growth & Operating Margin



## EV/EBITDA CY16E

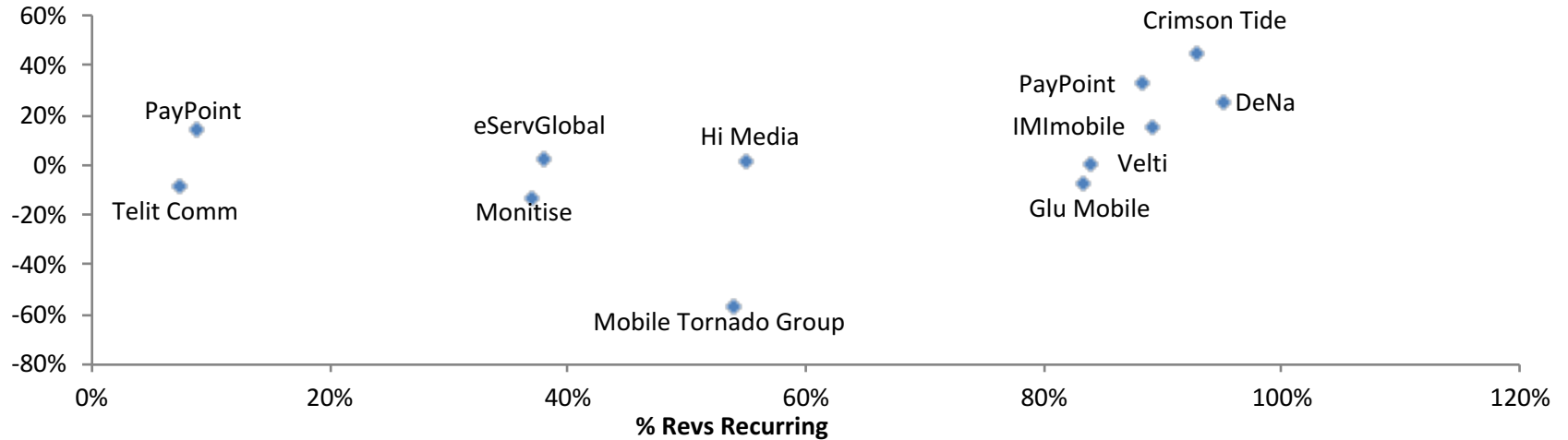


Note: Bubble size depicts enterprise value



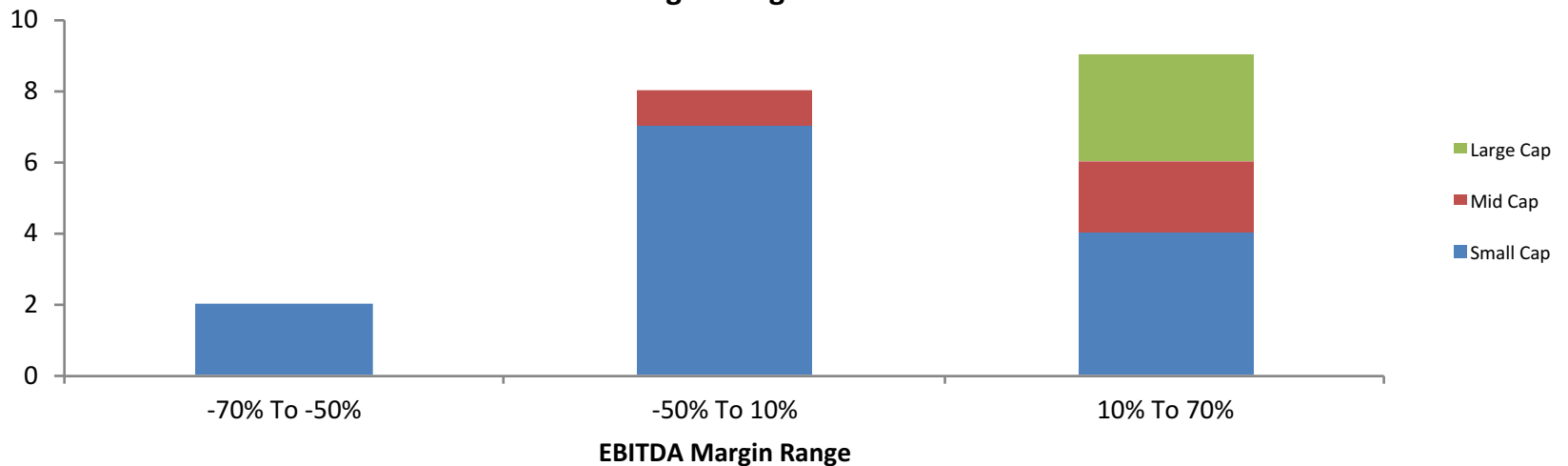
EBITDA Margin CY16E

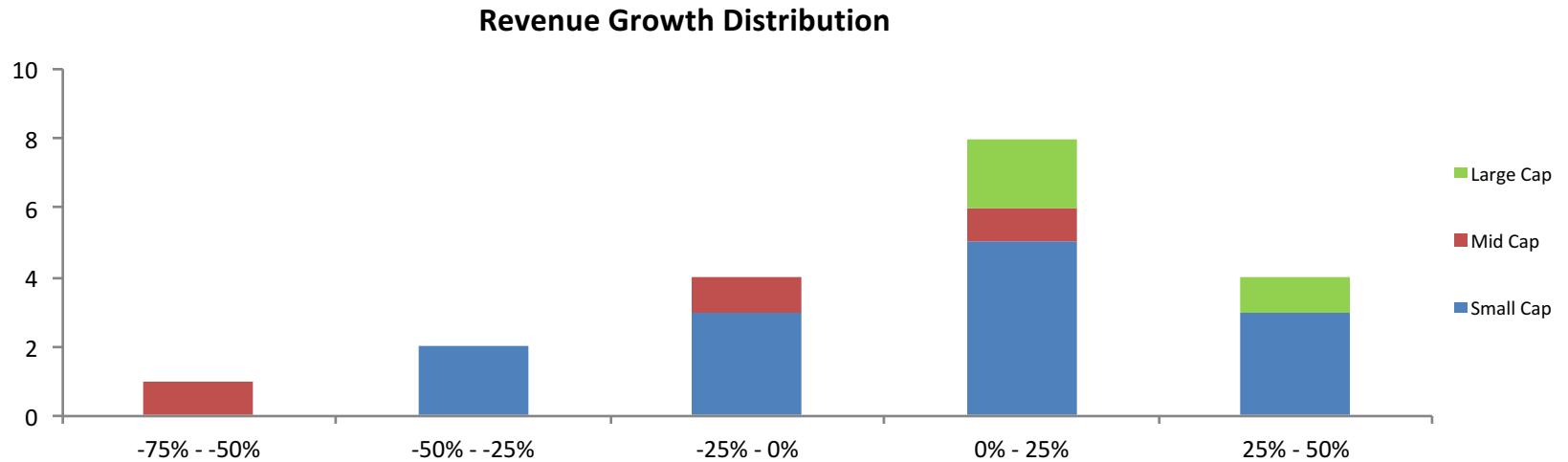
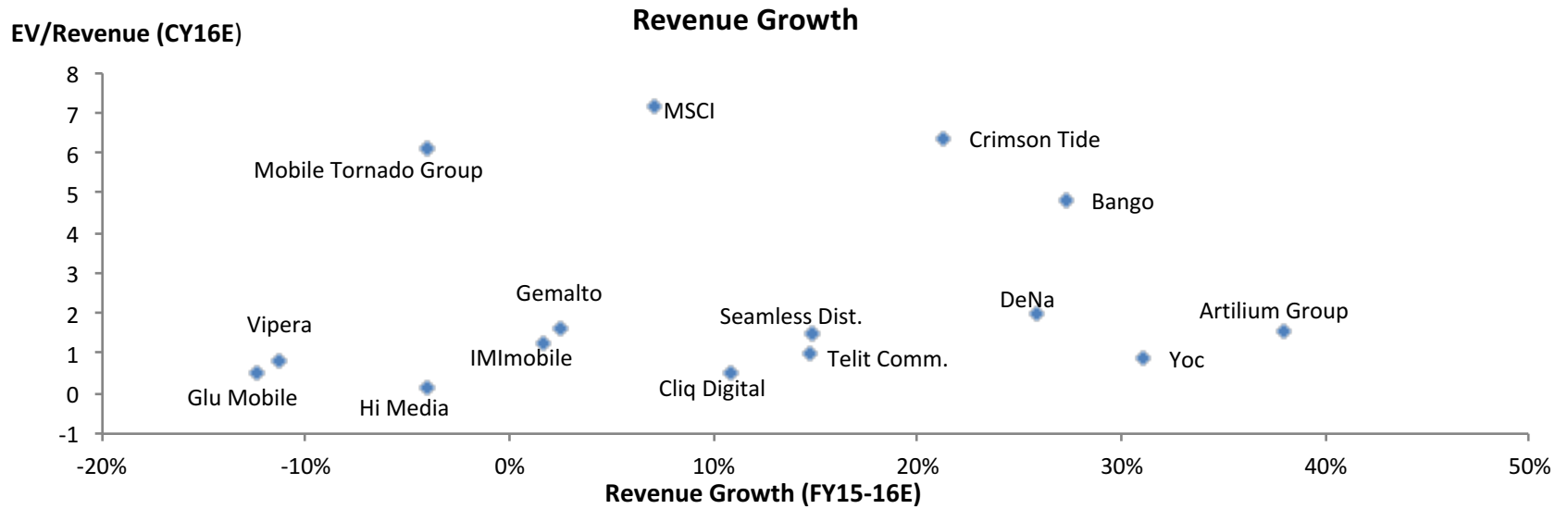
Recurring Revenue as a Driver of Operating Margins



Number of Companies

EBITDA Margin Range Distribution







# Selected Mobiletech Deals – Second Quarter 2016

Date Announced	Buyer	Seller	Seller Description	Deal Size	Seller Revenue/ Profit	Revenue Multiple	Target Sector	Commentary
29/06/2016	D. C. Media Networks GmbH [dba DCMN] [Germany]	1SDK Inc. [Germany]	Provides mobile attribution and user engagement analytics SaaS that enables mobile advertising campaign optimization and targeted ads for mobile app and mobile game developers.	Not disclosed	n/a	n/a	Analytics	Deal allows DCMN to develop a proprietary mobile capability, as well as launch new features leveraging the two platforms.
27/06/2016	MeetMe Inc. [fka Quepasa Corporation] [USA]	Skout Inc. [USA]	Provides a location-based social networking and social discovery mobile application that enables iOS and Android device users to discover new friends, chat, exchange photos and notes and send virtual gifts.	\$54.6m	\$23.8m/ \$7.5m	2.3x	Location based applications	Acquisition creates a leading global platform for mobile social discovery. It is expected to provide greater scale for monetization and increased profitability for the combined company. 50 employees.
24/06/2016	AllClear ID [USA]	Encap AS [dba Encap Security] [Norway]	Provides mobile authentication, identity management, provisioning and e-signature security SaaS for businesses.	Not disclosed	n/a	n/a	Customer data breach recovery BPO	The acquisition establishes an AllClear ID presence in Europe, putting it in a strong position to capitalize on emerging opportunities.
21/06/2016	Kuber Financial LLC [USA]	Mobilend Inc [USA]	Mobile SaaS lending platform.	Not disclosed	n/a	n/a	Consumer lending SaaS	Kuber Financial purchases Mobilend to enhance its robust origination technologies and to position company to deliver a customer-centric lending experience.
21/06/2016	Tencent Holdings Limited [China]	Supercell OY [Softbank] [Finland]	Develops multi-platform free-to-play mobile online video games for consumers. Popular titles to date include Clash of Clans, Hay Day and Battle Buddies.	\$8.56bn	\$1.9bn/\$926m	4.6x	Gaming	Tencent acquires an 84% stake in the largest gaming acquisition yet. Mobile gaming now accounts for one fifth of all Tencent's sales. Supercell to retain its independent operations and headquarters in Finland.
21/06/2016	Verizon Communications Inc. [USA]	Telogis Inc. [USA]	Provides enterprise GPS-based fleet tracking, dispatch management, driver monitoring, mobile workforce management, route mapping and mobile navigation software-as-a-service (SaaS) for vehicle manufacturers and the transportation and shipping sectors.	\$900m (estimated)	\$130m	6.9x	Location based applications	Verizon significantly enhances its connected vehicle business. 700 staff.
20/06/2016	Verve Wireless Inc. [dba Verve] [fka Verve Mobile] [USA]	ROXIMITY [USA]	Provides Bluetooth-enabled beacon hardware and related location-based mobile messaging SaaS that sends targeted marketing and promotional messages and coupons to a potential customer's smart phone as they browse through a brick-and-mortar retail store.	Not disclosed	n/a	n/a	Location based applications	Plan to combine Verve's first-person location data with Roximity's beacon data to monitor whether targeted mobile ads lead to store visits. 10 staff.
16/06/2016	Microsoft Corporation [USA]	Wand Labs Inc. [USA]	Provides an AI-enabled mobile messaging application for consumers and businesses, enabling users to converse, share files, grant enterprise network access and share location information all from one mobile user interface.	Not disclosed	n/a	n/a	Mobile messaging application	Microsoft continues to build out a strategic set of technologies that will lead the next stage of mobility. The acquisition will integrate existing assets, such as Bing, Windows and Office 365, with conversational intelligence. 9 staff.
08/06/2016	Monster Worldwide Inc. [dba Monster.com] [USA]	Jobr Inc. [USA]	Provides an employment classified ads and job search mobile application for businesses and job seekers globally.	Not disclosed	n/a	n/a	Internet content & commerce	Acquisition of Jobr allows Monster Worldwide to accelerate the development of the mobile components of its recruiting platform. It will integrate Jobr with the Monster global talent platform.
08/06/2016	Spearhead Integrated Marketing Communication Group [China]	Smaato [Germany]	Provides a mobile advertising exchange that enables real-time bidding, as well as related ad server SaaS for mobile publishers and app developers globally.	\$148m	\$90m	1.6x	Mobile advertising	Smaato's global business gives Spearhead a platform to expand into worldwide markets. Smaato gives Spearhead immediate access to over 1 billion unique mobile users per month, outside of China. 210 staff.
08/06/2016	Branding Brand [USA]	Waysay LLC [USA]	Provides mobile e-commerce and retail store in-app messaging-based customer engagement, loyalty programs and targeted marketing SaaS for online and brick-and-mortar retailers.	Not disclosed	n/a	n/a	Marketing focused messaging	Branding Brand expands its retail app platform to include in-app messaging, customer engagement tools, and marketing automation technology. Waysay Team to join Branding Brand's Product Team.

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Date Announced	Buyer	Seller	Seller Description	Deal Size	Seller Revenue/ Profit	Revenue Multiple	Target Sector	Commentary
06/06/2016	Midroll Media LLC [E. W. Scripps Company] [USA]	Stitcher Inc. [Deezer] [USA]	Provides an advertising-supported mobile and online podcast and talk radio streaming and recommendation directory for consumers in the US. Service enables listeners to access over 35,000 pre-recorded and live radio shows and podcasts from over 40 countries through computer mobile device applications.	\$4.5m	n/a	n/a	Mobile content	Stitcher adds mobile app streaming and eight million registered users to extend Midroll's ad selling network. The deal builds on E. W. Scripps' acquisition of Midroll last year. 12 staff.
06/06/2016	Helios and Matheson Analytics Inc. [USA]	Zone Technologies Inc. [aka RedZone Maps] [USA]	Provides a GPS-based iOS application that enables the mapping of crime data via crowdsourced info for small and medium-sized businesses in the US and Israel.	Not disclosed	n/a	n/a	Location based applications	With the new partnership, Helios and Matheson plans to leverage its artificial intelligence capabilities and analytics expertise to enable RedZone Maps to further expand its crime mapping capabilities globally.
03/06/2016	Snapchat Inc. [USA]	Obvious Engineering Limited [aka Seene Inc.] [UK]	Provides 3D image capture software and related iOS and Android mobile applications for consumers. Source: Techcrunch.com, 6/3/16.	Not disclosed	n/a	n/a	Graphics and design	Obvious Engineering's computer vision technology could be used for future virtual reality projects. The majority of Obvious Engineering's team has been relocated to Snapchat's Los Angeles headquarters.
01/06/2016	ClickDealer [Noosphere] [Netherlands]	Fiksu Inc. [fka Fluent Mobile Inc.] (assets) [USA]	The assets of Fiksu, which provides mobile advertising SaaS focused on increasing app downloads by leveraging mobile advertising channels for app developers, marketing agencies and businesses.	Not disclosed	n/a	n/a	Mobile advertising	Fiksu will enhance ClickDealer's mobile advertising capabilities. Fiksu's five years of aggregated data will provide "unique monetization opportunities for both advertisers and publishers." 120 staff.
01/06/2016	JackRabbit Systems Inc. [USA]	Zerista Inc. [USA]	Provides event and meeting management iOS and Android applications for the life sciences, financial, media, and trade association sectors.	Not disclosed	n/a	n/a	Event management mobile applications	Opportunities for JackRabbit to grow Zerista's market. JackRabbit have already doubled the Zerista team to service its growing customer base.
31/05/2016	BroadSoft Inc. [USA]	Intellinote [USA]	An enterprise messaging-based team communication and collaboration software application built for the increasingly mobile and millennial workforce.	Not disclosed	n/a	n/a	Team collaboration and messaging SaaS	The acquisition of Intellinote advances Broadsoft's vision for Project Tempo, an open communications framework integrating popular enterprise cloud applications with contextual and communication services offered by Broadsoft UC-One.
31/05/2016	OnePlus Corporation [ParkerGale Capital] [USA]	M2M Telematics Ltd. [dba SmartBin] [Ireland]	Provides smart waste bin sensors and related management software for utilities and municipalities. Bins provided include general waste, secure documents, textiles, oils and recyclables.	Not disclosed	n/a	n/a	Waste compactor sensors and SaaS	The acquisition allows both companies to access new geographies and end markets, in particular OnePlus' growth in Europe and Australia.
31/05/2016	EdCast [fka CourseMaster] [USA]	Sales University [fka WAG Mobile Inc.] [USA]	Provides enterprise sales workforce and sales software product training mobile applications.	Not disclosed	n/a	n/a	Sales workforce training applications	EdCast's first acquisition since securing \$16m Series-B funding. It will add 100,000+ sales people and Fortune 500 companies to the EdCast Knowledge Network.
25/05/2016	iWT health [USA]	Lynxit Solutions [USA]	Provides HIPAA-compliant secure healthcare and patient care messaging software and mobile messaging applications for hospitals and healthcare providers.	Not disclosed	n/a	n/a	Healthcare messaging software and applications	The strategic acquisition of Lynxit Solutions adds a cloud-based messaging environment and collaboration platform to the iWT health portfolio that fits with their 'Lean Software' approach to healthcare.
18/05/2016	Fitbit Inc. [USA]	Coin Inc. (wearable payments assets) [USA]	The wearable payments IP assets of Coin, which also provides a smart payment card that enables consumers to coalesce credit cards into a single smart card. IP acquired enables NFC-based payments.	Not disclosed	n/a	n/a	Wearable payments assets	The acquisition sees Fitbit take control of IP related to Coin's wearable payments platform, aiming to enable NFC-based payments in 2017 products. Some of the Coin software development team will join Fitbit.
17/05/2016	Cellwize Wireless Technologies [dba Cellwize] [Israel]	CrowdX Ltd. [Israel]	Provides a crowdsourced mobile customer and network analytics application that enables network monitoring, optimization and geographic visualization for mobile carriers and cell phone regulators, as well as IoT, automotive and M2M businesses.	Not disclosed	n/a	n/a	Crowdsourced network analytics application	Following the acquisition, CrowdX's product will be fully integrated into the solutions Cellwize offers, but will also remain as an independent product. Acquisition allows Cellwize to transition from network-oriented optimisation solutions to user experience-oriented solutions.

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Date Announced	Buyer	Seller	Seller Description	Deal Size	Seller Revenue/ Profit	Revenue Multiple	Target Sector	Commentary
13/05/2016	CLX Communications AB [Sweden]	Mblox Inc. [USA]	Provides enterprise application-to-person (A2P) mobile SMS messaging SaaS and services for companies and mobile operators globally.	117000000	n/a	n/a	SMS SaaS and services	Acquisition gives CLX greater international presence, with Mblox's positions in the UK, US and Australia complementing CLX's existing European business.
12/05/2016	DOMOTZ Ltd. [UK]	Fing [aka Fingbox] [UK]	Provides a remote network scanning, monitoring, change, configuration and management mobile application for IT managed service providers globally.	Not disclosed	n/a	n/a	Network scanning mobile applications	Fing, with over 12m downloads and 6m active users, provides Domotz with the volumes needed to deliver more advanced IoT management applications.
05/05/2016	American Management Enterprises Inc. [dba Mark Systems] [USA]	LotVue LLC [UK]	Provides a lot overview and management mobile application for home builders and property developers.	Not disclosed	n/a	n/a	Building and construction software and SaaS	American Management Enterprises looks to add growth with this acquisition, bringing new functionality to the market and changing the way their users look at data.
05/05/2016	Vonage Holdings [USA]	Nexmo Inc. [USA]	Provides application program interfaces (API) and software development kits (SDK) PaaS to enable voice, text, chat application and phone verification services for enterprises and developers globally.	\$230m	\$70m	3.3x	Mobile messaging and voice PaaS	Acquisition of Nexmo bolsters Vonage's mission to become the leader in cloud communications for business. Nexmo also provides an opportunity for Vonage to expand globally and sell its solutions in EMEA and APAC.
04/05/2016	Warburg Pincus LLC [USA]	DocuTAP Inc. [USA]	Provides electronic medical records (EMR), medical practice management, revenue cycle management, billing and analytics SaaS and mobile applications for urgent care healthcare clinics.	Not disclosed	n/a	n/a	Urgent care EMR SaaS and mobile applications	Warburg Pincus, a global private equity firm focused on growth investing, are looking to increase DocuTAP's market presence and expand its product line.
03/05/2016	Pinterest Inc [USA]	Adlast Inc [USA]	Provides a mobile application to allow users to access content on multiple devices	Not disclosed	n/a	n/a	Mobile marketing and monetisation software	Pinterest will take half of Adlast's staff following the acquisition, including three of four of its founders. 30 staff.
03/05/2016	Microsoft Corp [USA]	Solair Srl [Italy]	An Italian provider of Internet of things (IoT) technology services.	Not disclosed	n/a	n/a	IoT connectivity PaaS	Microsoft looks to bolster its Azure IoT suite with this acquisition. The Solair team, along with its application and connectivity enablement platform, will join Microsoft's Azure IoT team. 40 staff.
02/05/2016	MedData Inc. [MEDNAX] [USA]	Duet Health [USA]	Provides mobile, laptop and kiosk-based healthcare patient engagement and communications SaaS for healthcare providers, health insurance plans and medical educators. Software provides personalized patient care programs, video and image-based educational content, as well as health plan eligibility, liability and reimbursement.	Not disclosed	n/a	n/a	Mobile patient engagement SaaS	Acquisition combines the technology platform of Duet Health with Med Data's suite of patient-focused services. MedData will be able to scale the Duet platform and engage a wider audience.
27/04/2016	SumUp Payments Ltd. [dba SumUp] [UK]	payleven Ltd. [Rocket Internet] [UK]	Provides a mobile POS and mobile payments application that enables retailers to accept payments via iOS and Android devices.	Not disclosed	n/a	n/a	Mobile POS systems and applications	The combined company will look to accelerate growth by leveraging SumUp's proprietary end-to-end hardware and payment platform and Payleven's leading merchant acquisition capabilities.
26/04/2016	Nokia Corporation [Finland]	Withings S.A. [France]	Provides wearable health and activity trackers, connected weighing scales, thermometers, blood pressure monitors, home security and baby monitors for consumers globally.	\$191m	n/a	n/a	Health and home monitoring devices	Nokia have stated that they want to become established players in the development of the global IoT market. In acquiring Withings' digital health products and platforms Nokia have taken a step towards a greater role in IoT.

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Date Announced	Buyer	Seller	Seller Description	Deal Size	Seller Revenue/ Profit	Revenue Multiple	Target Sector	Commentary
14/04/2016	MinQuest Ltd [Australia]	ePAT Pty Ltd [Australia]	Develops a smartphone app that uses facial recognition technology and other indicators of pain to provide a more objective pain assessment in patients who are unable to communicate with their carers	Not disclosed	n/a	n/a	Mobile healthcare application	MinQuest is seeking to divest its existing mining exploration business. They have signed a binding 'Heads of Agreement' to acquire 100% of ePAT. The acquisition will see MinQuest take ownership of the mobile app that uses facial recognition technology to detect pain suffered by those who cannot communicate.
05/04/2016	Persistent Systems Ltd. [India]	GENWI Inc. [USA]	Provides mobile app-focused enterprise and content management SaaS for marketers and publishers to publish, curate, manage and optimize content in real time.	Not disclosed	n/a	n/a	Mobile marketing content management SaaS	Persistent System's latest acquisition, GENWI's platform and marketing system will enable Persistent's customers to become software-driven businesses.

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