ARTHOS | INTERNATIONAL TECHNOLOGY M&A ADVISORY FOR 20 YEARS

February 2025

Industry Insight: Digital Services Sector Report

Focus on Digital & Marketing Agencies

Introduction to ARTHOS Digital Services Sector Report

We are pleased to present the ARTHOS Digital Services Sector Report. This report provides comments and analysis on current market trends, valuation developments as well as M&A transactions within the Digital Services sector.

As we close out 2024, the global economy has shown cautious optimism, with inflation and interest rates stabilizing, leading to renewed investor confidence. The digital services sector, particularly advertising, continues its growth trajectory. M&A activity in the Digital Marketing & Agencies sector rebounded, highlighted by major deals such as Omnicom's acquisition of IPG. In this sector report, we focus on Digital & Marketing Agencies sector which is positioned to thrive from the accelerating digital transformation.

ARTHOS is an international M&A advisory firm focusing on international technology transactions. Its managing partners have closed more than 200 M&A transactions over the past 20 years. In 2023 ARTHOS and its international AICA M&A alliance partners have advised on more than 50 technology M&A transactions.

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ARTHOS TECHNOLOGY TEAM

Arne Tödt
Managing Partner

Arno Pätzold
Managing Partner

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Digital Services: M&A Recovery and the Rise of the Creator Economy

Personal Note

Looking back on 2024, the global economy showed cautious optimism after the turbulence of the past few years. While inflation and interest rates have moderated, economic uncertainty persists. Despite these challenges, investor sentiment has shown signs of recovery, with confidence returning to markets.

The digital services sector, especially advertising, continues to grow, with global advertising revenue expected to surpass $1 trillion by 2026. This growth is driven by advancements in AI, the rise of the creator economy as well as gaming and streaming services, enabling businesses to refine strategies and scale customer interactions. Even with economic pressures, the push for digital transformation remains strong, with companies leveraging digital services to modernize systems and stay competitive.

With the rise of social media and content creators, creator marketing is set to play an increasingly important role in boosting brand relevance. As consumers increasingly engage with personalized, creator-driven content, businesses must shift their focus to digital strategies that build direct connections and enhance customer experiences.

M&A activity in the Digital Marketing & Agencies sector rebounded in 2024 after a period of slowdown. The first half saw steady deal flow, highlighted by deals such as Accenture's acquisition of Unlimited, as companies strengthened their digital capabilities. In the second half, Omnicom's acquisition of IPG marked one of the industry's largest deals ever, reflecting the push for scale and strategic alignment in a fragmented market. This resurgence was driven by AI adoption, rising demand for full-service digital solutions, and a stabilizing economy. With easing interest rate concerns and softer regulatory scrutiny, investor confidence returned. In 2025, consolidation is expected to continue, led by corporate buyers as agencies compete in an evolving digital landscape.

Digital agency companies are well-positioned to benefit from strategic partnerships. Digital marketing remains on a growth trajectory, coupled with current market conditions where valuations are still relatively attractive. Given the current market conditions, now remains a good time for business owners to consider an exit, particularly in sectors with high growth potential, such as the creator economy, data analytics, or AI. The competitive environment is complex and can change quickly, we strongly advise owners to team up with an experienced technology M&A advisory firm to maximize the transaction's outcome.

Sources: Intrepid Marketing Services M&A Recap for H1/H2 2024; Deloitte 2024 - Digital Media Trends Report; PWC Global Entertainment and Media Outlook

Market evaluation

Global advertising revenue will expand at an impressive 6.7% CAGR to reach $1 trillion in 2026

M&A activity in digital marketing is accelerating, driven by large transactions

Megatrends like generative AI, social media, and influencer-driven marketing are reshaping digital strategies

Creator-led marketing is becoming more important as consumers prioritize engagement over traditional ads

Digital Services companies’ valuations remain on a healthy level across the board

IT Consulting

EV/Revenue	EV/EBIT
1.5x	14.6x

Software Development & IT Services

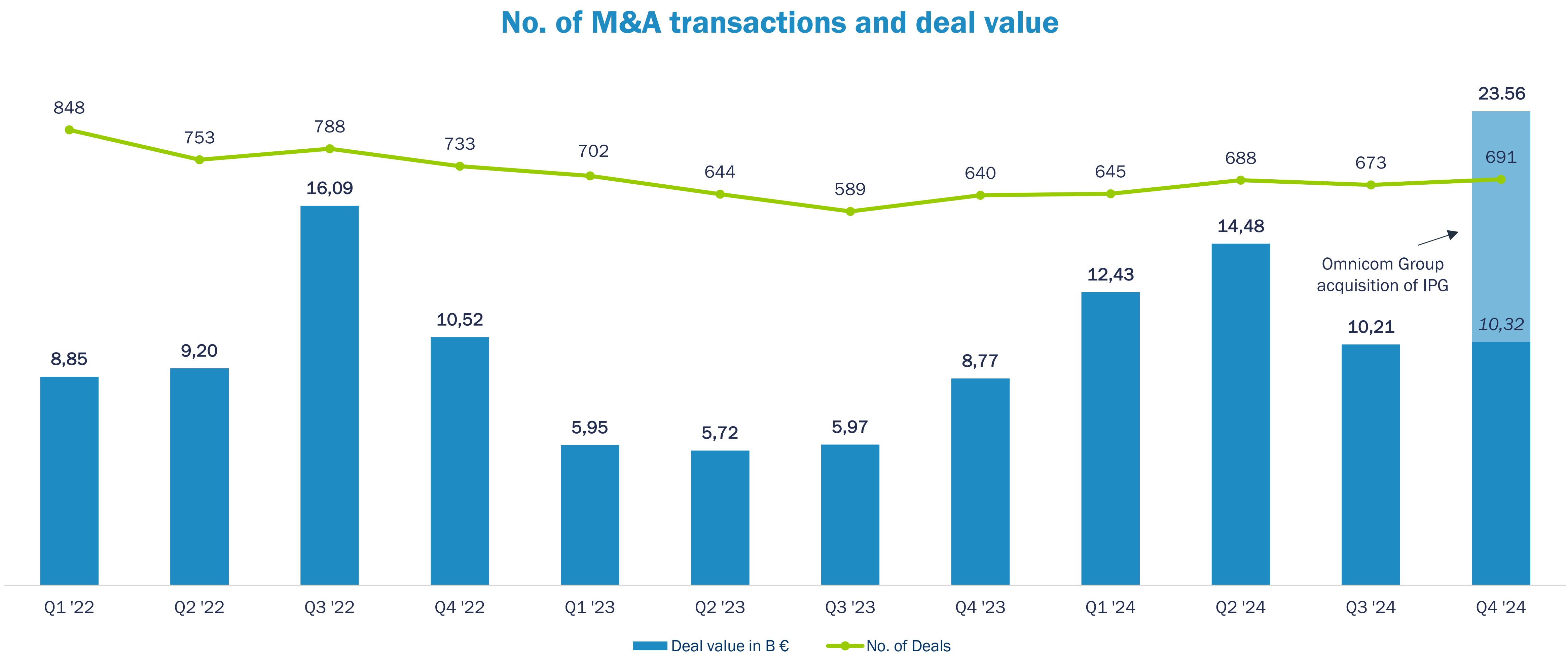
EV/Revenue	EV/EBIT
1.4x	13.4x

Digital & Marketing Agencies

EV/Revenue	EV/EBIT
1.0x	9.4x

Notes: Multiples are based on next 12 months (NTM) estimates; Calculations only include companies where both, revenue multiple and EBIT multiple were available; Median values for trading multiples
Source: PitchBook (as of 31 December 2024)

Notable recovery in Digital Services deal volumes & value since Q2 2023



Source: PitchBook (as of 31 December 2024)

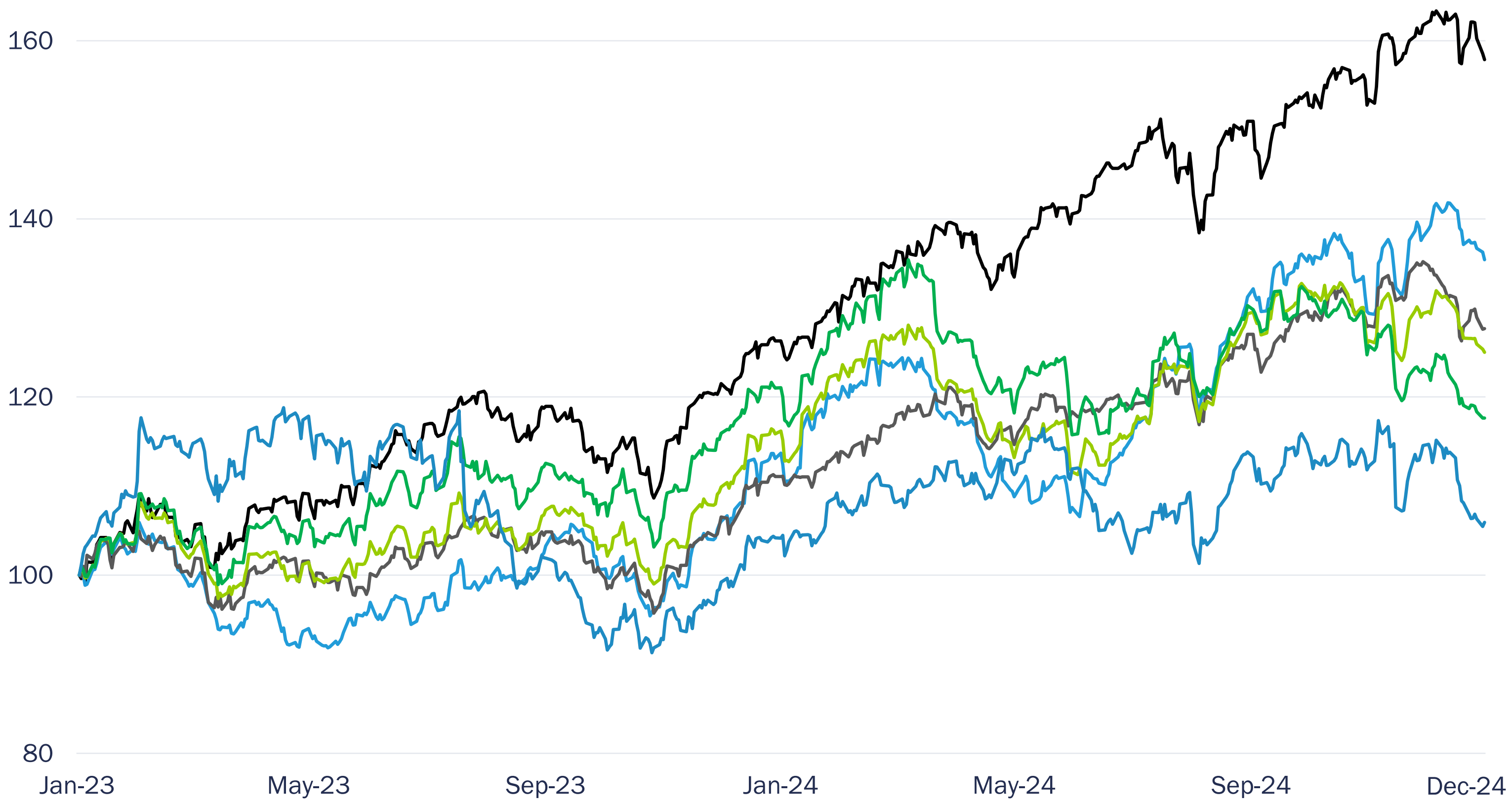
Robust valuation multiples of Digital Services companies despite challenging market situation

Digital Services sub-sectors	NTM EV/Sales	NTM EV/EBIT	Exp. 1Y Rev. Growth	LTM EBIT margin	NTM EBIT margin
IT Consulting IT Consulting companies offer consulting as well as implementation services, and to some extent software development capabilities. This sector enjoys the highest valuation level underpinned by a crisis-resistant business model proved by consistent high profit margins and good top line growth.	1,5x	14,6x	11%	13,8%	13,1%
Software Development & IT Services This sector includes companies offering software development and IT services. Valuations are below the IT consultancy sector which can be explained by the lower expected revenue growth rate. However, the business models also demonstrated a crisis-resistant performance caused by the existing high demand for digital transformation.	1,4x	13,4x	5%	10,0%	11,3%
Digital & Marketing Agencies Digital & Marketing Agencies are at the core marketing service companies. The valuations of this sector have underperformed IT Consulting and Software Development & IT Services, due to the lower projected top line growth for the next twelve months, driven by market saturation and tightening marketing budgets amid economic uncertainty.	1,0x	9,4x	3%	11,0%	12,6%

Notes: NTM: Next twelve months, Median values for all financial figures
Sources: PitchBook (as of 31 December); Promethean Research - 2024 Digital Agency Industry Report; Deloitte 2024 - Digital Media Trends Report

Digital Services index upward trend driven by SW Development and IT-Services Companies

Stock market performance by Digital Services sub-sectors for past two years

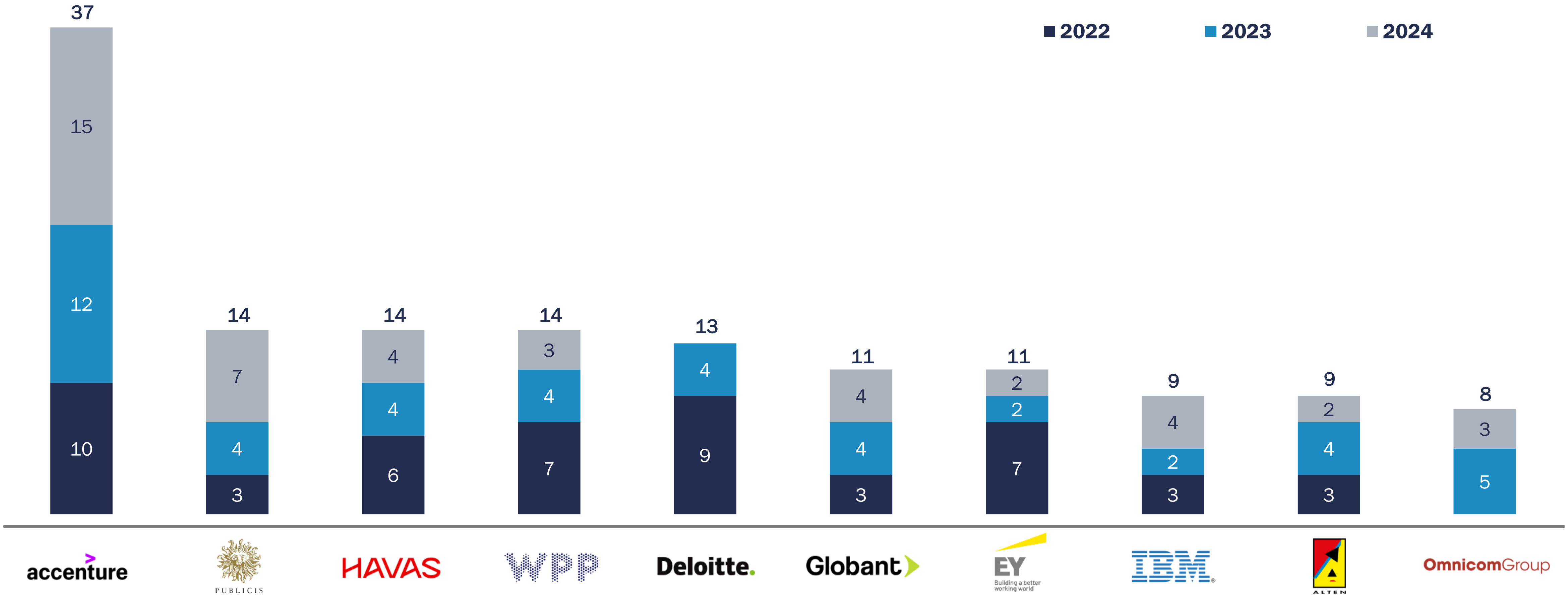


S&P 500	+57.9%
ARTHOS Software Development & IT-Services Index	+35.4%
S&P 500 (excl. Magnificent 7[1)])	+27.7%
ARTHOS Digital Services Index	+25.0%
ARTHOS IT-Consulting Index	+17.7%
ARTHOS Digital & Marketing Agencies Index	+5.9%

Notes: All indices have been rebased to 100 as of 1 January 2023; Companies within ARTHOS indices were capped at 20% as of 1 January 2023, with excess market capitalization proportionally redistributed; 1) APPLE, META, MICROSOFT, ALPHABET, AMAZON, NVIDIA, TESLA

Sources: PitchBook (as of 31 December 2024), Capital IQ (as of 31 December 2024)

Accenture has been by far the most active buyer since 2022 driving the consolidation in all sub-segments – other active buyers are balanced across all sub-segments



Notes: Includes acquisitions of current subsidiaries
Source: PitchBook (as of 31 December 2024)

Sub-sector: Digital & Marketing Agencies

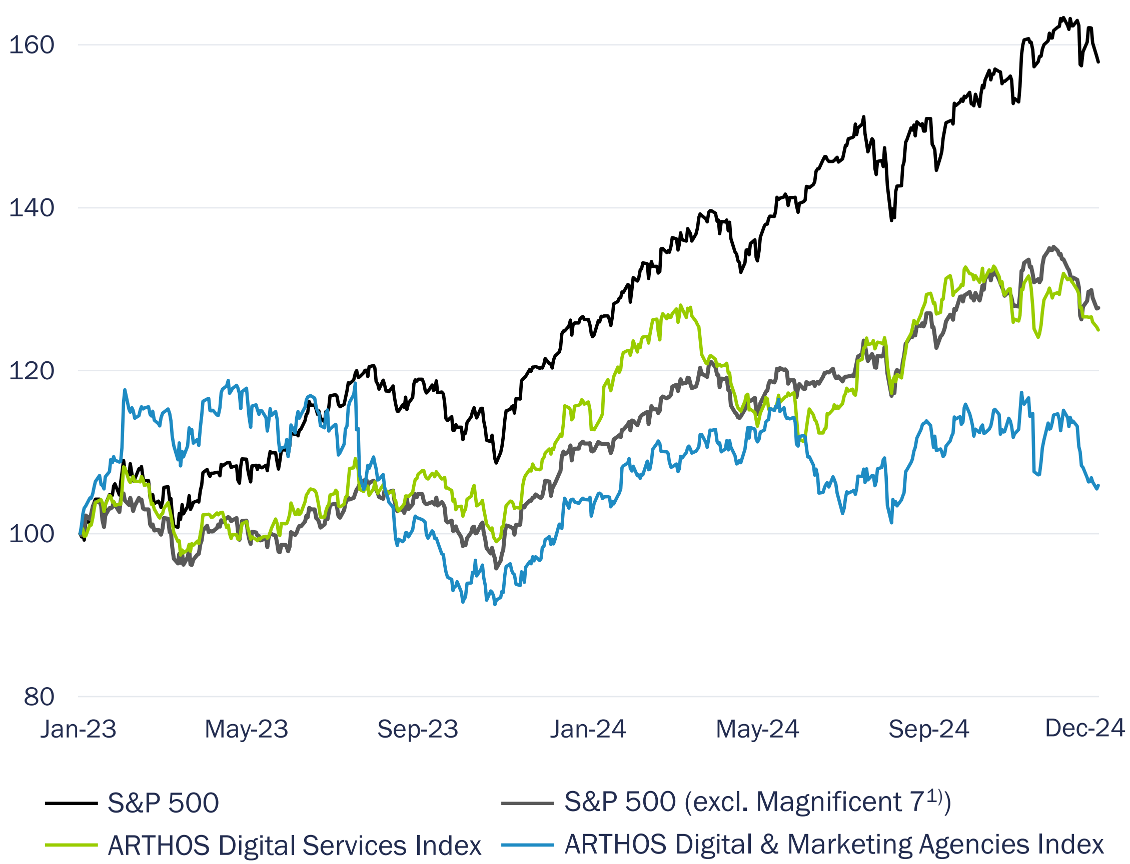
Sub-sector analysis: Digital & Marketing Agencies

ARTHOS Digital & Marketing Agencies peers

Company Name	EV (€M)	LTM Sales (€M)	Exp. 1Y Rev. Growth	NTM EBIT Margin	NTM EV/Sales	NTM EV/EBIT
BlueFocus Communication Group	2,906	8,201	16.2%	0.9%	0.3x	37.2x
Dentsu Group	8,364	8,754	1.5%	9.4%	1.0x	9.3x
Hakuhodo DY Holding	2,667	5,783	7.8%	4.0%	0.4x	10.8x
Next Fifteen Communications Group	603	677	1.1%	17.3%	0.9x	5.6x
Omnicom Group	20,968	14,831	4.4%	15.4%	1.3x	8.7x
Publicis Groupe	28,123	13,884	9.1%	18.2%	1.9x	10.5x
S4 Capital	504	978	4.8%	10.4%	0.5x	4.7x
Stagwell	2,592	2,684	1.8%	6.9%	0.9x	12.5x
The Interpublic Group of Companies	12,587	8,904	0.2%	14.8%	1.4x	9.4x
WPP	17,691	13,863	1.5%	14.7%	1.3x	8.5x
Mean [1]			**4.8%**	**11.2%**	**1.0x**	**11.7x**
Median [1]			**3.1%**	**12.6%**	**1.0x**	**9.4x**

- The ARTHOS Digital Services Index experienced good growth of 25.0% over the past two years, surpassing the performance of the S&P 500 when excluding the seven largest tech companies, often referred to as the "Magnificent 7“.
- The ARTHOS Digital & Marketing Agencies Index grew just 5.9%, reflecting the ongoing economic uncertainty, which tends to weigh heavily on advertising-dependent agencies.
- Publicis Groupe demonstrated a stellar 67.8% gain, showcasing strong growth and profit potential. In contrast, Dentsu (-24.8%) and IPG (-19.3%) were key underperformers, dragging down the overall index.

Stock market performance comparison



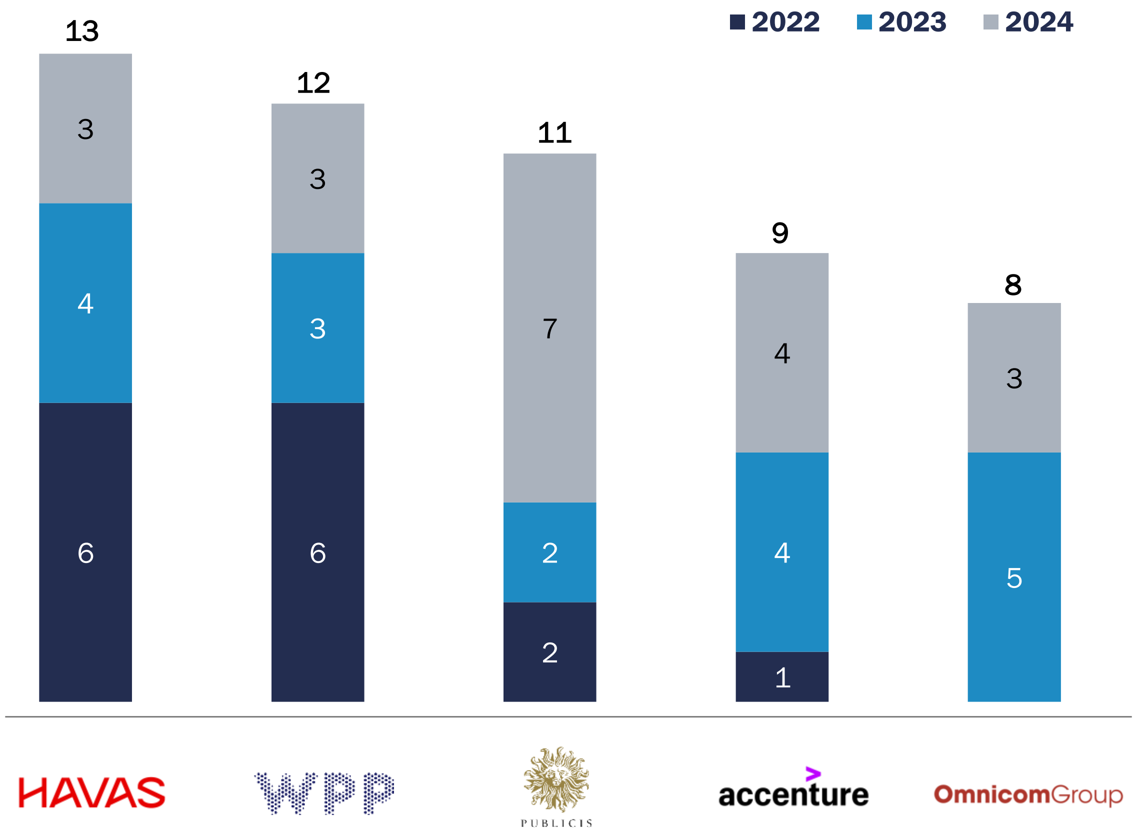
Notes: All indices have been rebased to 100 as of 1 January 2023; Companies within ARTHOS indices were capped at 20% as of 1 January 2023, with excess market capitalization proportionally redistributed; 1) APPLE, META, MICROSOFT, ALPHABET, AMAZON, NVIDIA, TESLA; 1) Calculations only include companies where both LTM and NTM revenue and EBIT were available
Sources: PitchBook (as of 31 December 2024), Capital IQ (as of 31 December 2024)

Key trends and most active buyers in the Digital & Marketing Agencies sub-sector

Digital & Marketing Agencies trends

- The Digital & Marketing Agencies industry has reached $410 billion in 2024, with a projected global market value exceeding $1 trillion by 2033 and an expected growth rate (CAGR) of 11.2%[1)]. Key to this growth is generative AI, transforming workflows and enabling hyper-personalized campaigns, process automation, and productivity boosts plus the rise of the creator economy.
- M&A activity in the marketing services sector rebounded significantly in 2024 from a period of survival in 2023. Corporate buyers drove most of the increase, while private equity investors focused more on add-ons to existing portfolios. Havas was the most active buyer, but Omnicom clearly drove the M&A volume with their landmark acquisition of IPG.
- Social media is replacing traditional discovery methods, with 54% of Gen Z and Millennials preferring social media recommendations over streaming platforms[2)]. Influencers are driving engagement, with M&E companies collaborating with creators to reach digitally native audiences.
- Influencer marketing reached $24 billion in 2024, driven by nano and micro-influencers offering authentic engagement. Performance-based payments and AI-powered campaign management are reshaping partnerships, enhancing ROI and scaling impact[3)].

No. of Digital & Marketing Agencies acquisitions per year of most active buyers



Notes: Includes acquisitions of current subsidiaries

Sources: PitchBook (as of 31 December 2024); 1) Digital Marketing Market Report by Research and Markets; 2) Deloitte DI Digital Media Trends 2024; 3) Influencer Marketing Benchmark Report 2024

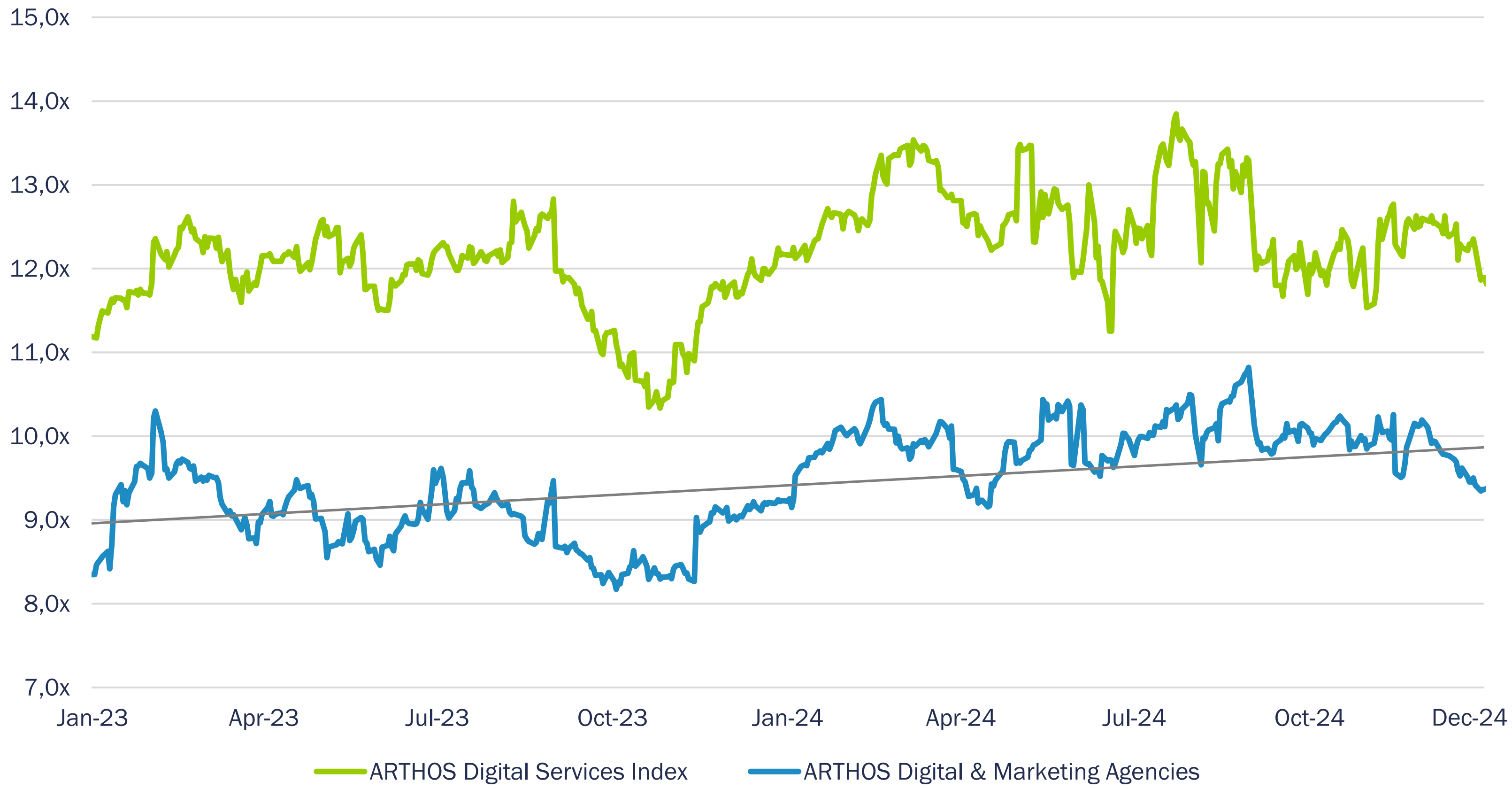
Evolving Dynamics in Digital & Marketing Agencies: Navigating Short-Term Challenges for Long-Term Growth

- The Digital & Marketing Agencies sector is expected to see slower growth due to several factors. Increased market saturation, driven by low barriers to entry, has intensified competition. Smaller agencies struggle to scale, while larger ones face high operational costs that limit expansion.

- Moreover, reliance on unpredictable referrals affects revenue consistency. Agencies focusing on specialized services may have better margins but experience slower growth compared to diversified competitors. Specialization limits market reach, further slowing sector growth.

- Technological advancements like AI promise efficiency gains, but their full impact is still pending. As a result, valuation multiples have remained stable at solid 9x EV/EBIT (NTM), reflecting moderate growth projections compared to sectors like IT Consulting, where demand is more predictable and consistent.

Median EV/NTM EBIT Multiple Development



Sources: PitchBook (as of 31 December 2024); Morningstar Sector Reports; Promethean Research 2024 Digital Agency Industry Report

Notable International Digital & Marketing Agencies deals in 2024 (1/5)

Date	Buyer		Target	Comment	Country
January 2025	Later	→	Mavely (the everyday influencer platform)	Mavely is an influencer platform developer focused on direct-to-consumer brands (particular retailers incl. Nike, Macy's and Adidas). Later acquired Mavely for €239.0M, leveraging its 120,000+ creator network, benefiting from the acquirer AI-powered predictive tools supporting the marketing content creation.	USA
December 2024	OmnicomGroup	→	IPG Interpublic Group	Interpublic Group is a global leader specialized in traditional and digital marketing. Omnicom Group acquired IPG for €13.2B, at an EBITDA multiple of 9.4x, creating the world's largest advertising holding company by revenue and leveraging synergies from 100,000 top marketing professionals and a cutting-edge sales and marketing platform.	USA
December 2024	BraveBison	→	ENGAGE DIGITAL PARTNERS	Engage Digital Partners is a global sports marketing company providing digital content, social media management, analytics, and digital asset management via its proprietary technology. Brave Bison Group acquired Engage Digital Partners for €12.7M, expanding its Sports and Entertainment division.	UK
November 2024	we are era	→	SOCIAL MATCH	Social Match a leading German digital agency specializing in influencer marketing, content creation, channel management and paid advertising (FTE: ~120). We Are Era, part of the RTL Group, acquired Social Match to expand its presence in the creator economy benefiting now from additional 120 experts working throughout Germany.	Germany
October 2024	VERTISEIT	→	VISUALART	Visual Art is the second largest firm in digital signage market of the Nordics, with approximately 75,000 software licenses in 39 countries. Vertiseit acquired Visual Art for €41.3M. Together they form the biggest digital signage, benefiting from joined workforces and integration of complementary software licenses.	Sweden
October 2024	DÉKUPLE	→	GUD. BERLIN	GUD.berlin is a campaign agency specializing in campaigns, branding, content marketing and engagement marketing (FTE: ~83). Dekuple acquired GUD.berlin to support international expansion in Europe and strengthen their portfolio in the areas of data and AI.	Germany

Sources: PitchBook (as of 31 December 2024), Press releases

Notable International Digital & Marketing Agencies deals in 2024 (2/5)

Date	Buyer		Target	Comment	Country
September 2024	Schbang	→	addikt	› Addikt is an Amsterdam-based communications agency renowned for its innovative design, serving over 300 of the world's largest brands (e.g., Booking.com, YouTube) (FTE: ~100). › Schbang, India's largest independent agency, acquired Addikt to form AddiktSchbang, enhancing its European presence and blending India's technology with Dutch design excellence.	
September 2024	L//S	→	MUTESIX	› MuteSix offers performance marketing for direct-to-consumer ecommerce (FTE: ~204). › Lunar Solar Group acquired MuteSix to leverage their production capabilities, TikTok and in-depth programmatic expertise.	
September 2024	PUBLICIS	→	THEMARSAGENCY	› Mars United Commerce is the world's largest independent commerce marketing company, known for its retail consultancy, commerce media expertise, and shopper intelligence. › Publicis Groupe acquired The Mars Agency for €575.5M improving their end-to-end commerce marketing.	
September 2024	WPP	→	NCA.	› New Commercial Arts (NCA) is an independent, London-based creative and customer experience agency (FTE: ~90). › WPP acquired NCA, leveraging the boutique's creative talent to enhance brand and customer experience services for its UK clients.	
August 2024	HYBE WE BELIEVE IN MUSIC	→	THE AGENCY GROUP PR	› The Agency Group PR LLC (TAG) is a reputation management and public profile agency. › HYBE, South Korea's leading entertainment agency, acquired TAG for €23.0M to strengthen its public relations capabilities for its American unit.	
July 2024	PUBLICIS	→	Influential	› Influential is the world largest influencer marketing platform. › Publicis Groupe acquired Influential for $500.0M granting access to 3.5M+ creators, including 90% of global influencers with 1M+ followers, and enhancing influencer planning and cross-channel outcomes measurement via its AI-powered platform.	

Sources: PitchBook (as of 31 December 2024), Press releases

Notable International Digital & Marketing Agencies deals in 2024 (3/5)

Date	Buyer	Target	Comment	Country
July 2024	NODWIN GAMING	Freaks 4U Gaming	Freaks 4U Gaming is the world's largest marketing communications agency in both the gaming and esports industries. NODWIN Gaming International acquired Freaks 4U Gaming for €23.4M enabling the Singapore-based firm to expand its global footprint in the gaming and esports industry.	Germany
July 2024	TXT	Refine Direct	Refine Direct specializes in digital direct marketing, vertical lead generation, and data insights to enhance campaign effectiveness. TXT acquired Refine Direct for €23.2M at an EBITDA multiple of 6.9x, to expand its MarTech Hub through their multi-channel platform for data analysis.	Italy
July 2024	WPP	BURSON	Burson is an industry-leading, full-service communications agency focused on building and protecting reputation (FTE: ~3,000). WPP merged its two largest communications agencies, Hill & Knowlton and BCW, to form Burson, leveraging combined talent, global networks, technology investments, and public affairs expertise.	USA
June 2024	PPHC	Pagefield	Pagefield Global is a strategic communications and cross-party public affairs advisory firm. Public Policy Holding Company (PPHC) acquired Pagefield for €22.4M marking its first international expansion and strengthening its service to a global client base, including nearly half of the Fortune 100.	UK
June 2024	infobird	PURETECH GLOBAL	Pure Tech Global Limited is a United Kingdom-based digital marketing service provider. Infobird Co., a Chinese SaaS provider of innovative AI-powered customer engagement solutions acquired Pure Tech for €37.1M strengthening its position in the digital marketing sector, particularly within their maternal and infant market in the UK.	UK
June 2024	CONCLUSION	diva-e CONCLUSION	Diva-e is a leading digital experience provider in the DACH market, specializing in digital marketing, consulting, and experience platforms (FTE: ~900). Conclusion, a Dutch Business Transformation and IT service provider, acquired Diva-e, strengthening its position in the Western European market for digital business transformations.	Germany

Sources: PitchBook (as of 31 December 2024), Press releases

Notable International Digital & Marketing Agencies deals in 2024 (4/5)

Date	Buyer	Target	Comment	Country
April 2024	SERVICEPLAN, WEFRALIFE	CMS Conseil Média Santé	Conseil Média Santé (CMS) is a Paris-based media consultancy specializing in digital communication for healthcare professionals (FTE: ~50). ServicePlan and WefraLife aquired CMS, expanding their leadership in the healthcare and pharmaceutical media sector from Germany to France.	France
April 2024	Accenture Song	UNLIMITED	Unlimited is an award-winning integrated customer engagement agency with expertise in behavioral science, customer strategy, and CRM activation (FTE: ~911). Accenture Song, the world's largest tech-powered creative group, acquired Unlimited, enhancing its data and analytics capabilities via the Human Understanding Lab and AI-driven platform LUCA.	United Kingdom
April 2024	mrp, CONTENTGINE Intent by Engagement	pharosIQ	PharosIQ is the global leader in first-party intent-driven lead generation solutions, delivering essential insights and demand for B2B organizations (FTE: ~650). Market Resource Partners (MRP) and CONTENTgine merged to form PharosIQ, enabling them to offer full-funnel lead generation solutions.	United States
March 2024	AISLE ROCKET	MANIFEST	Manifest is an award-winning content experience agency delivering break through brand stories for its clients (FTE: ~200). Aisle Rocket acquired Manifest strengthening its strategic, data-driven approach to branded omnichannel growth with performance marketing prowess & industry-leading content capabilities.	United States
March 2024	Accenture Song	(THE LUMERY)	The Lumery, a MarTech consultancy, helps clients better understand evolving customer needs by integrating software, data, and analytics. Accenture Song acquired The Lumery for €16.3M, strengthening its analytics capabilities in personalization, CRM and loyalty, testing, experimentation, and automation.	Australia
February 2024	NMC New Mountain Capital	Avant	Avant Healthcare is a medical marketing agency offering full-services from creative and digital content creation towards data analysis (FTE: ~243). Real Chemistry, backed by financial sponsor New Mountain Capital, acquired Avant Healthcare, doubling its medical team and unifying expertise in healthcare media creation.	United States

Sources: PitchBook (as of 31 December 2024), Press releases

Notable International Digital & Marketing Agencies deals in 2024 (5/5)

Date	Buyer	Target	Comment	Country
February 2024	LLYC	Lambert	Lambert Global is a strategic communications firm that specializes in public relations, investor relations, and integrated marketing. LLYC acquired Lambert Global for €16.8M tripling the company's size in the U.S, making it their second largest market after Spain.	
January 2024	Attivo	Hill Holliday / Deutsch NY	Holliday Hill (FTE: ~600) and Deutsche New York (DNY) (FTE: ~200) are American media agencies dedicated to building iconic brands. Attivo Group, a New Zealand-based marketing services agency, acquired Holliday Hill and DNY from IPG, boosting their US profile.	
January 2024	ACTUM Digital	kuehlhaus	Kuehlhaus AG is a digital agency with expertise in expertise in DXP systems and e-commerce solutions, headquartered in Mannheim, Germany (FTE: ~77). ACTUM Digital, a Czech digital agency, acquired Kuehlhaus AG supporting their entry into the German market and therewith their presence in the DACH region (branch in Zurich).	
January 2024	Mediaplus	TotalMedia The Behavioural Planning Agency	Total Media Group is a UK-based behavioural planning media agency and consultancy (FTE: ~187). Mediaplus Group acquired Total Media Group, strengthening the expertise and UK presence of Europe's largest independent media agency.	
January 2024	YouGov	GfK	GfK's consumer panel business is a leader in providing household purchase data across Europe. YouGov acquired the Consumer Panel Services business of GfK, for €315.0M supporting their capabilities to understand every single step of the shopper journey by providing data from over 100,000 households and 18 million shopping trips.	
January 2024	OmnicomGroup	Flywheel	Flywheel Digital is a leading cloud-based digital commerce platform providing services in retail commerce operations, media execution, and market intelligence. Omnicom Group acquired Flywheel Digital for €773.3M enabling them access to Flywheel Commerce Cloud platform assembling leading-edge digital commerce solutions.	

Sources: PitchBook (as of 31 December 2024), Press releases

ARTHOS: International tech M&A advisors

ARTHOS – International M&A advisory firm with a focus on technology transactions

Partner-led and global

ARTHOS Corporate Finance is an independent, owner-managed M&A advisory firm based in Munich and part of a global alliance of 40 M&A advisory firms with 200 managing partners. All our projects are managed by an experienced managing partner who has successfully closed more than 200 company disposals, acquisitions or fund raisings. The majority of ARTHOS transactions have a volume of between 10 and 100 million euros.

M&A 360°

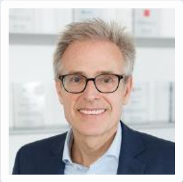
With our 360° approach we can advise our customers in a targeted and comprehensive manner – from the initial planning through the detailed preparation to the efficient execution of a transaction. That is why we see ourselves not only as deal makers, but rather as competent M&A experts, experienced process managers and financial advisers for our client's long-term goals.

Technology

Our focus on digital media, information technology and high-tech industries provides several powerful advantages to our customers: We know the M&A terms and conditions, business models and decision-makers within these industry sectors. With this knowledge, we are able to implement sustainable, creative solutions. This is why our M&A projects achieve above average results.

ARTHOS TECHNOLOGY TEAM

Arne Tödt
Managing Partner



Arno Pätzold
Managing Partner

Mattis Menebröcker
Associate

ARTHOS – 20 year track record in international technology M&A transactions

SOCIAL MATCH
Münster, Germany
has been acquired by
we are era
Berlin, Germany
Creating the leading European digital marketing and media agency for the creator economy

coconet
Düsseldorf, Germany
has been acquired by
EMERAM
Munich, Germany
Accelerating growth of CoCoNet's leading digital corporate banking platform

data respons
Oslo, Norway
has acquired
frobese
Hanover, Germany
Expansion into SW development and IT consulting for financial institutions

datango
Berlin, Germany
has been acquired by
SAP
Walldorf, Germany
Joining SAP for global roll-out of Datango's workforce performance software

INTEGR8
Berlin, Germany
shareholders have sold a majority stake to
UFENAU CAPITAL PARTNERS
Pfäffikon SZ, Switzerland
Buy and build strategy to create the leading integrated digital agency in Europe

KETEK
Munich, Germany
has sold assets to
BROADCOM
San Jose, CA, USA
Worldwide leading 3D-wideband Silicon Photomultiplier Technology

Newsletter2Go
Berlin, Germany
has been acquired by
sendinblue
Paris, France
Creating the European market leader in email marketing software for SMEs

infineon
Munich, Germany
has acquired
MERUS AUDIO
Copenhagen, Denmark
Energy-efficient integrated audio amplifier solutions

Case Study: Social Match has been acquired by We Are Era to create a European champion

SOCIAL MATCH

Münster, Germany

has been acquired by

we are era

Berlin, Germany

Creating the leading European digital marketing and media agency for the creator economy

Company and mandate

Industry sector
Digital Marketing Services.

Our client
Social Match: Leading German digital agency specializing in influencer marketing, content creation, channel management and paid advertising.

Initial M&A situation
Social Match was already well-established in the German market and the founder sought a strategic partner and successor to accelerate its expansion across other European countries.

Our solution

Buyer
We Are Era: Leading digital media and talent agency specializing in content and influencer marketing.

Structured M&A process
Approached 50 strategic and 20 suitable financial investors, generated strong interest and received multiple competitive offers to consider.

Timeframe
7 months from the internal kick-off meeting to the signing of the deal.

Result

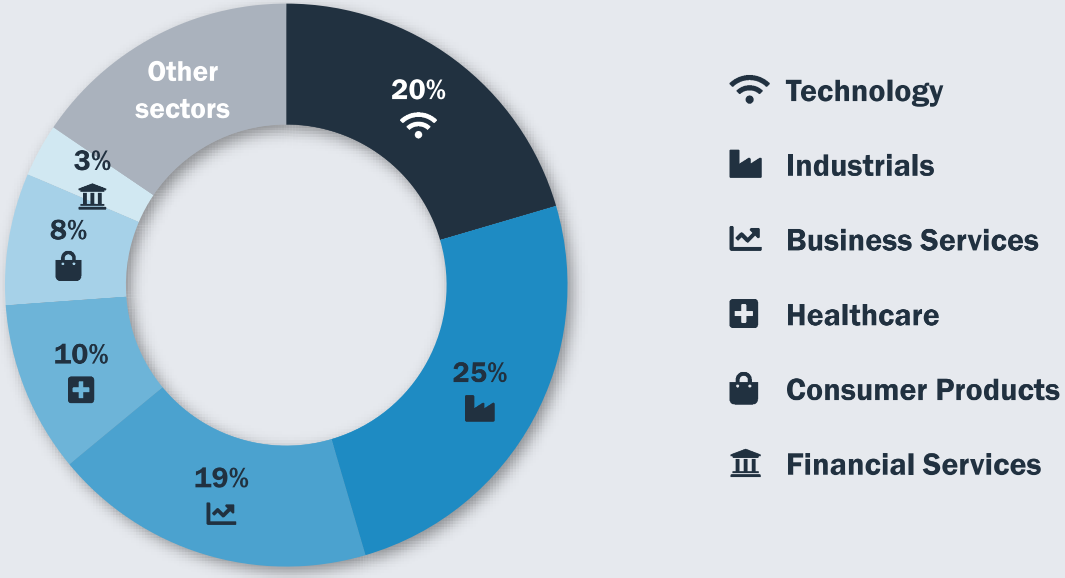
- We successfully closed the transaction with We Are Era, a key player within RTL Group, as a strategic ally for Social Match, strengthening its international growth and enhancing its capabilities in the creator economy.
- Highly favorable deal terms for our clients, both in terms of valuation and deal structure.

ARTHOS worldwide – partner within the global AICA alliance

Global reach – international cooperation

AMERICA	EMEA	ASIA & OZEANIA
USA	Belgium	Australia
Canada	Czech	China
	Finland	India
Argentina	France	Japan
Brazil	Germany	Korea
Bolivia	Italy	Singapore
Ecuador	Ireland	Thailand
Colombia	Netherlands	Vietnam
Mexico	Norway	
Paraguay	Poland	
	South Africa	
	Spain	
	Sweden	
	Switzerland	
	Turkey	
	UK	

Transactions by sector in 2023



365+
M&A professionals worldwide

~40
M&A advisory firms

~30
Countries

6
Continents

264
Deals closed

$6bn
Total transaction value

~$23m
Ø deal value

Contact us for technology M&A advice

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Appendix: Public comps by sub-sector

Public comps – IT Consulting

Company Name	HQ	Employees	Price (€)	Market Cap (€M)	EV (€M)	LTM Sales (€M)	LTM EBIT (€M)	LTM EBIT Margin	Exp. 1Y Rev. Growth	NTM Sales (€M)	NTM EBIT (€M)	NTM EBIT Margin	NTM Multiples EV/Sales	NTM Multiples EV/EBIT
Accenture	Ireland	774,000	338.1	211,458	212,165	63,458	9,934	15.7%	13.7%	67,017	10,565	15.8%	3.2x	20.5x
Booz Allen Hamilton	United States	35,900	123.7	15,803	18,535	10,146	999	9.8%	14.4%	12,007	1,192	9.9%	1.5x	15.2x
Capgemini	France	336,923	158.2	26,668	30,352	22,298	2,913	13.1%	4.1%	23,222	3,024	13.0%	1.4x	10.0x
CGI Group	Canada	90,250	105.3	23,672	24,894	10,276	1,692	16.5%	8.8%	10,714	1,756	16.4%	2.4x	14.6x
ICF International	United States	9,000	114.6	2,149	2,695	1,938	167	8.6%	8.1%	2,095	186	8.9%	1.3x	14.6x
Reply	Italy	15,353	153.4	5,718	5,718	2,291	319	13.9%	11.1%	2,545	352	13.8%	2.2x	16.4x
Sopra Steria Group	France	56,001	171.0	3,386	4,963	5,801	570	9.8%	0.8%	5,847	591	10.1%	0.8x	8.4x
Tata Consultancy Services	India	601,546	45.9	165,965	161,094	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
ExlService Holdings	United States	54,000	42.6	6,862	6,950	1,784	253	14.2%	10.5%	1,970	292	14.8%	3.5x	23.8x
Wavestone	France	5,875	43.0	1,055	1,124	762	105	13.8%	34.7%	961	126	13.1%	1.2x	8.7x
Mean [1)]								**12.8%**	**11.8%**			**12.9%**	**1.9x**	**14.7x**
Median [1)]								**13.8%**	**10.5%**			**13.1%**	**1.5x**	**14.6x**

Notes: 1) Calculations only include companies where both LTM and NTM revenue and EBIT were available
Sources: PitchBook (as of 31 December 2024) and ARTHOS Analysis

Public comps – Software Development & IT Services

Company Name	HQ	Employees	Price (€)	Market Cap (€M)	EV (€M)	LTM Sales (€M)	LTM EBIT (€M)	LTM EBIT Margin	Exp. 1Y Rev. Growth	NTM Sales (€M)	NTM EBIT (€M)	NTM EBIT Margin	NTM Multiples EV/Sales	NTM Multiples EV/EBIT
HCL Technologies	India	237,248	21.5	58,214	55,774	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Infosys	India	323,379	21.1	87,232	84,830	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
NEC Corporation	Japan	105,276	83.3	22,380	24,404	20,967	1,260	6.0%	4.6%	22,172	1,702	7.7%	1.1x	14.1x
Neurones	France	6,849	44.0	1,067	895	800	80	10.0%	6.0%	849	85	10.0%	1.1x	10.5x
Science Applications International	United States	24,000	107.4	5,251	7,372	6,732	583	8.7%	5.1%	7,205	529	7.3%	1.0x	13.4x
Tech Mahindra	India	148,297	19.1	16,900	16,450	5,887	426	7.2%	2.9%	6,284	719	11.4%	2.5x	20.6x
TietoEVRY	Finland	23,359	17.0	2,018	2,947	2,820	300	10.6%	0.6%	2,836	322	11.3%	1.0x	9.1x
Wipro	India	230,000	3.4	35,378	31,986	10,046	1,558	15.5%	-1.7%	10,444	1,840	17.6%	3.0x	18.2x
Alten	France	58,300	79.1	2,750	2,811	4,143	346	8.3%	2.9%	4,264	358	8.4%	0.7x	7.9x
Cognizant Technology Solutions	United States	340,100	73.9	36,642	36,497	18,571	2,806	15.1%	6.5%	19,770	3,037	15.4%	1.8x	11.9x
DXC Technology	United States	130,000	19.2	3,476	6,816	12,687	929	7.3%	-3.4%	11,955	938	7.8%	0.6x	7.5x
EPAM Systems	United States	53,150	224.7	12,745	11,051	4,542	746	16.4%	11.4%	5,060	789	15.6%	2.2x	14.1x
Globant	Luxembourg	29,998	206.1	8,890	9,028	2,342	362	15.5%	14.0%	2,669	418	15.6%	3.4x	21.8x
International Business Machines	United States	282,000	211.3	195,339	236,978	60,151	10,936	18.2%	4.8%	63,028	11,593	18.4%	3.7x	20.2x
Leidos Holdings	United States	47,000	138.4	18,473	22,061	15,644	1,892	12.1%	5.1%	16,444	1,981	12.0%	1.4x	11.2x
NTT Data Group	Japan	204,922	18.4	25,999	45,307	26,839	1,863	6.9%	9.9%	29,783	2,452	8.2%	1.5x	18.4x
Adesso	Germany	10,891	88.0	574	712	1,302	29	2.3%	13.0%	1,471	53	3.6%	0.5x	13.3x
Datagroup	Germany	3,607	46.4	386	568	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Genpact	United States	138,500	41.3	7,279	8,027	4,562	778	17.1%	5.6%	4,818	833	17.3%	1.7x	9.6x
Mphasis	India	37,500	31.9	6,050	5,908	1,518	233	15.4%	7.1%	N/A	N/A	N/A	3.3x	21.0x
GFT Technologies	Germany	11,304	22.4	590	724	874	69	7.9%	5.2%	920	80	8.7%	0.8x	9.1x
Mean 1)								**10.9%**	**5.5%**			**11.6%**	**1.7x**	**14.0x**
Median 1)								**10.0%**	**5.2%**			**11.3%**	**1.4x**	**13.4x**

Notes: 1) Calculations only include companies where both LTM and NTM revenue and EBIT were available
Sources: PitchBook (as of 31 December 2024) and ARTHOS Analysis

Public comps – Digital & Marketing Agencies

Company Name	HQ	Employees	Price (€)	Market Cap (€M)	EV (€M)	LTM Sales (€M)	LTM EBIT (€M)	LTM EBIT Margin	Exp. 1Y Rev. Growth	NTM Sales (€M)	NTM EBIT (€M)	NTM EBIT Margin	NTM Multiples EV/Sales	NTM Multiples EV/EBIT
BlueFocus Communication Group	China	2,599	1.2	3,087	2,906	8,201	36	0.4%	16.2%	9,533	84	0.9%	0.3x	37.2x
Dentsu Group	Japan	71,127	23.2	6,056	8,364	8,754	574	6.6%	1.5%	8,882	834	9.4%	1.0x	9.3x
Hakuhodo DY Holding	Japan	39,955	7.3	2,695	2,667	5,783	231	4.0%	7.8%	6,213	246	4.0%	0.4x	10.8x
Next Fifteen Communications Group	United Kingdom	1,079	4.7	479	603	677	134	19.8%	1.1%	640	111	17.3%	0.9x	5.6x
Omnicom Group	United States	75,900	82.7	16,240	20,968	14,831	2,232	15.0%	4.4%	15,480	2,380	15.4%	1.3x	8.7x
Publicis Groupe	France	106,907	103.0	25,852	28,123	13,884	2,443	17.6%	9.1%	15,149	2,760	18.2%	1.9x	10.5x
S4 Capital	United Kingdom	7,700	0.4	241	504	978	76	7.8%	4.8%	1,025	107	10.4%	0.5x	4.7x
Stagwell	United States	13,000	6.3	705	2,592	2,684	150	5.6%	1.8%	2,731	187	6.9%	0.9x	12.5x
The Interpublic Group of Companies	United States	55,100	26.9	10,031	12,587	8,904	1,269	14.3%	0.2%	8,921	1,320	14.8%	1.4x	9.4x
WPP	United Kingdom	111,000	10.0	10,759	17,691	13,863	2,075	15.0%	1.5%	14,077	2,075	14.7%	1.3x	8.5x
Mean [1]								**10.6%**	**4.8%**			**11.2%**	**1.0x**	**11.7x**
Median [1]								**11.0%**	**3.1%**			**12.6%**	**1.0x**	**9.4x**

Notes: 1) Calculations only include companies where both LTM and NTM revenue and EBIT were available
Sources: PitchBook (as of 31 December 2024) and ARTHOS Analysis