



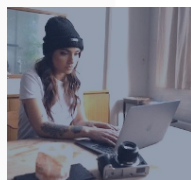
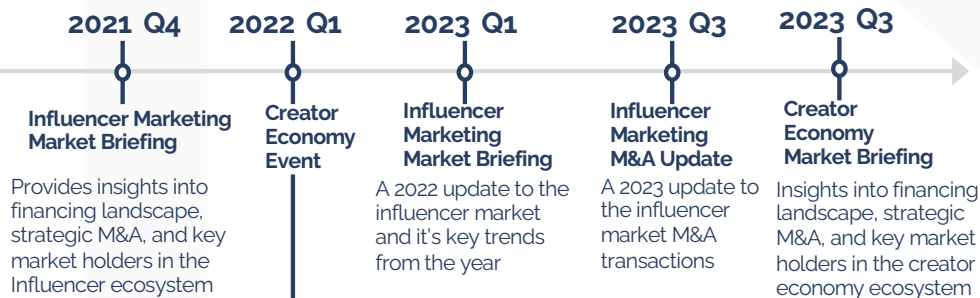
Nfluence
Partners

1H'23 M&A Update

Influencer Marketing: 2023 State of the Market

Nfluence Partners Influencer Marketing Coverage

Nfluence Influencer Marketing Research & Events



The Creator Economy 2022

Nfluence's Media & Music Salon Series: February 24th, 2022

Nfluence Partners' Salon Series on the creator economy examined how creators are evolving in 2022 and what tools and environments are essential to growth

Key Coverage by the Numbers

In connection to the latest Influencer Market Briefing, Nfluence Partners tracks key companies and transaction in the space and regularly engages with the leading strategic acquirers, investors and Private Equity buyers in the market

- 90+** Actively tracked Influencer Marketing Companies
- 80+** Conversations with Buyers in the broader Adtech / MarTech ecosystem
- 50+** Conversations with client-driven PE Buyers exploring the Influencer Marketing ecosystem
- 20+** Recent conversations with key companies in our Influencer Marketing ecosystem
- 15+** Thesis driven conversations with PE Buyers exploring the Influencer Marketing

Current Engagements

PROJECT WEMBY

INFLUENCER
MARKETING
PLATFORM

Financial Advisor
to the Company

PROJECT TANGO

INFLUENCER
MARKETING
ENTERPRISE
PLATFORM

Financial Advisor
to the Company

PROJECT CATALYST

END-TO-END
INFLUENCER
MARKETING
PLATFORM

Financial Advisor
to the Investor

PROJECT SIGNAL

REPUTATION TRUST
MANAGEMENT

Financial Advisor
to the Company

The Upcoming Influencer Marketing Consolidation Wave

Will the Sprout Social Acquisition of Tagger Accelerate Influencer Marketing Consolidation?

In a word, yes. We believe the acquisition of Tagger by Sprout Social represents a turning point in the upcoming consolidation wave across the Influencer Marketing landscape. Recently, many companies in the space have been focused on the consistency of their growth trajectories as well as turbulent private capital markets. As a result, we believe there is inherent pent-up acquisition demand that will accelerate into 2024.

To date, the major Social Media Monitoring and Analytics companies have either stayed on the sidelines or dabbled in the Influencer Marketing space through smaller acquisitions, with both Meltwater and Cision/Falcon/Brandwatch entering the space in 2021 and 2022 respectively, and Emplifi's Socialbakers combination with Pixlee – Turnto last year. This is despite strong product synergies between management, analytics, and the more campaign-driven nature of Influencer Marketing. The acquisition of Tagger by Sprout Social represents one of the strongest statements to date on the importance of and interest in product extension into the rapidly growing Influencer Marketing sector.

Although there are other product suite-driven acquisition strategies with other market adjacencies, the move by Sprout Social takes one of the better homes for the pure-play software companies in the space off the board. While a few musical chairs are left across the Social Media Management space, Sprout was one of the better strategic landing places, as evidenced by their willingness to pay a very strong strategic multiple for Tagger. Other key themes we are tracking in Influencer Marketing include how the winners within the space are becoming clear and what that means for intra-market consolidation. We are also tracking the impacts for agency and managed services businesses as the major holding companies increasingly pressure their in-network agencies to use internal holding company Influencer Marketing acquisitions, like WPP's recent acquisitions of Obviously and Goat.



Recent Notable Influencer Marketing Transactions



Sprout Social acquires Tagger in AUG'23

















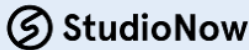


WPP acquires The Goat Agency in MAR'23














WPP acquires Obviously Social in MAR'23

Select 2023 M&A Transactions

| Date | Target | Description | Acquirer | Enterprise Value (\$M) | EV/TTM Revenue |
|---------|--|---|--|------------------------|----------------|
| 8/3/23 |  tagger | Developer of an influencer marketing platform designed to help brands through the planning, discovery, activation, and reporting phases |  sprout social | \$140 | -- |
| 7/17/23 |  virality | Provider of a digital marketing ecosystem designed to expand its organic presence on social networks |  Traipier.com WeAreVideo | -- | -- |
| 6/19/23 |  HYPE COLLECTIVE | Provider of advertising and marketing services company based in London, United Kingdom | BULLA CO. | -- | -- |
| 6/02/23 |  zezam by metapic | Developer of a creator commerce platform intended to build a fully customized mobile page for Instagram and TikTok |  Tradedoubler | -- | -- |
| 5/31/23 |  NEWAVE STRATEGIC | Provider of go-to advertising services catering to nano and micro-influencers in the Indonesian social media scene |  Thoughtful MEDIA GROUP | -- | -- |
| 4/10/23 |  CREWFIRE | Developer of ambassador marketing software designed to create and share content and help brands enhance their growth |  BrandChamp.io | -- | -- |
| 3/29/23 |  DIGITAL MEDIA MANAGEMENT | Operator of an advertising agency intended to provide their services to managing high-profile individuals, brands, and theatrical movies across all digital platforms |  Keywords STUDIOS | -- | -- |
| 3/24/23 |  MyArtistPage | Operator of a music promotion platform intended to empower musicians and creators |  max MUSIC AUDIENCE EXCHANGE | -- | -- |
| 3/23/23 |  BAD MOON TALENT | Provider of esports broadcast intended to work for talent management and brand marketing |  StudioNow | -- | -- |

Source: Pitchbook

Select 2023 M&A Transactions

| Date | Target | Description | Acquirer | Enterprise Value (\$M) | EV/TTM Revenue |
|---------|---|---|--|------------------------|----------------|
| 3/22/23 |  The Goat Agency | Operator of an influencer marketing agency intended to increase customer engagement |  WPP | -- | -- |
| 3/22/23 |  TRAVEL MINDSET Travel · Social · Influencers | Operator of influencer marketing agency intended to offer influencer marketing space for travel and lifestyle brands in Chicago |  steller | -- | -- |
| 3/17/23 |  obviously | Developer of a platform intended to make brands do influencer marketing at scale |  WPP | -- | -- |
| 1/25/23 |  AUGUST UNITED | Provider of influencer marketing services intended to unite impressive brands with people |  MCKINNEY | -- | -- |
| 1/24/23 |  PERLU | Provider of influencer marketing tool intended to help people connect, grow and collaborate |  affiliate™ | -- | -- |
| 1/5/23 |  GOFAMER | Provider of digital marketing platform intended to modernize influencer marketing and sponsorship business |  LIVE CURRENT MEDIA | -- | -- |

Source: Pitchbook

Experienced in Marketing and Advertising Software



Gary Moon
Managing Partner

- 25+ years experience in technology investment banking and entrepreneurship
- Transactional experience focused entirely within Tech M&A and Private Placements
- Completed over 100 transactions representing over \$5B in middle market enterprise value



Kelsey Vinson Pols
Director

- 10+ years experience in investment banking and management consulting
- Consumer and technology transaction expertise across M&A and capital raises

Is a Registered Representative of BA Securities

| | | | |
|--|--|---|--|
| PROJECT WEMBY INFLUENCER MARKETING PLATFORM Financial Advisor to the Company | PROJECT ATLAS AI-BASED CUSTOMER ENGAGEMENT SOLUTION Financial Advisor to the Company | PROJECT TANGO INFLUENCER MARKETING ENTERPRISE PLATFORM Financial Advisor to the Company | PROJECT BEHAVIOR ADVERTISING SERVICE PLATFORM Financial Advisor to the Company |
| PROJECT SIGNAL REVIEWS AND REPUTATION MANAGEMENT PLATFORM Financial Advisor to the Company | Appier HAS MADE AN INVESTMENT IN MarketDial Financial Advisor to the Investor | neor HAS ACQUIRED UberMedia Financial Advisor to the Seller | QuanticMind HAS BEEN ACQUIRED BY centro Financial Advisor to the Seller |
| richrelevance HAS MERGED WITH MANTHAN TO FORM ALGONOMY Financial Advisor to the Seller | CC CLOUDCHERRY HAS BEEN ACQUIRED BY CISCO Financial Advisor to the Seller | affinity solutions HAS RECEIVED AN INVESTMENT FROM STRUCTURAL CAPITAL Financial Advisor to the Company | SOURCE3 HAS BEEN ACQUIRED BY facebook Financial Advisor to the Seller |
| PerfectMarket HAS BEEN ACQUIRED BY Taboola Financial Advisor to the Seller | BrandAds HAS BEEN ACQUIRED BY ExtremeReach Financial Advisor to the Seller | RIGHTSFLOW by Google HAS BEEN ACQUIRED BY YouTube Financial Advisor to the Seller | Urchin HAS BEEN ACQUIRED BY Google Financial Advisor to the Seller |

**Includes transactions completed by Nfluence bankers at prior firms*