

Technology Group

Industrial Software

Supply Chain, Engineering, and Manufacturing Software

MARKET UPDATE FALL 2022



Industrial Software Market Update

Dear Clients and Friends,

Houlihan Lokey is pleased to present the fall 2022 edition of its Industrial Software Market Update. We have continued adapting to a recovering market and remain active in advising our clients as they pursue M&A, financing, and other strategic initiatives. We have included industry insights, select recent transaction announcements, and a public markets overview to help you stay ahead in our dynamic and constantly evolving industry.

Market Activity:

- M&A and financing activity across the sector demonstrated incredible resilience throughout Q3 2022, despite broader macro headwinds.
 - ~\$9 billion of LTM financing activity, demonstrating sector resilience throughout the recent tightening on valuations.
 - ~\$22 billion in LTM M&A deal volume⁽¹⁾ with the industry at a record level of M&A activity over the past two years.
- M&A and financing activity across industrial software will continue throughout 2022 and into 2023 as the industry experiences significant tailwinds, with end customers looking to improve operational efficiencies to combat global supply chain pressures.

Regards,



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Representative Industry Subsectors Covered



















Transaction Spotlight: Thoma Bravo Acquires Coupa Software

Transaction Overview



Acquired by



\$8.0B EV 8.4x NTM Revenue

- On December 12, 2022, Thoma Bravo announced its pending acquisition of Coupa Software for \$8.0 billion, of which ~\$6.2 billion will be cash.
- Through the transaction, Thoma Bravo will take Coupa Software private. The transaction is expected to close 1H 2023.
- Coupa Software is the market-leading provider of business spend management software and traded under the ticker NAS:COUP.

Select Transaction Commentary

Our shared vision ... will enable Coupa to continue driving innovation, better serve its customers, and accelerate important growth initiatives.

- Brian Jaffee, Partner, **Thoma Bravo**



We're looking forward to partnering with Thoma Bravo and accelerating our vision to digitally transform the office of the CFO.

 Rob Bernshteyn, CEO, Coupa



Company Highlights

\$743M

Subscription Revenue⁽¹⁾

17%

YoY Revenue Growth(2)

91% Subscription Revenue⁽¹⁾

60% Gross Margin %(1)

\$197M Net Free Cash Flows⁽¹⁾

2,500+ **Total Customers**

7M+ Supplier Connections

Coupa Software Product Suite



Procure



Invoice Automation and Compliance



Travel and Expense Management



Payments and Discounts



Supply Chain Design and Planning



Strategic Sourcing



Contract Management



Contingent Workforce



Management

Supplier Management



Sources: PitchBook.com, company website, press releases.

- LTM Q3 FY 2022; company filings.
- Approximate value per management guidance.

Transaction Spotlight: Trimble Acquires Transporeon

Select Transaction Commentary

We look forward to...[expanding] on the company's growth trajectory and [offering] enhanced TMS platform solutions to Transporeon customers in Europe and to Trimble customers in North America.

– Rob Painter, CEO, Trimble

This transaction will give us the runway to take what we have created to the next level by uniting our powerful European platform with Trimble's North American carrier-focused platform.

Stephan Sieber, CEO,Transporeon



Transaction Overview





\$2.0B EV 9.9x NTM Revenue

- On December 12, 2022, Trimble announced its pending acquisition of Transporeon for \$1.98 billion in an all-cash transaction.
- Trimble purchased Transporeon from HG Capital, which originally acquired the asset in 2019.
- Transporeon is a market-leading provider of transportation management software.

Transporeon Software Product Suite



Market Intelligence



Dock Scheduling and Yard Management



Freight Procurement and Rates



Transportation Execution



Real Time Supply Chain Visibility



Freight Settlement and Audit

Company Highlights

~\$200M

2023 Revenue⁽¹⁾

25% YoY Revenue Growth⁽¹⁾

90%+
Subscription
Revenue(1)

80%Gross Margin %⁽¹⁾

30%
Adjusted EBITDA
Margin⁽¹⁾

110%+Net Retention⁽¹⁾

145K Carriers⁽¹⁾ \$51B
Freight Spend
Facilitated per
Year⁽¹⁾

Financing Activity Continues Across Value Chain Categories

Fundraising activity has recovered slightly in Q3 2022, though valuations remain depressed as end-customer demand for efficiency-enhancing software solutions remains strong to combat headwinds that continue to be faced by the global supply chain.

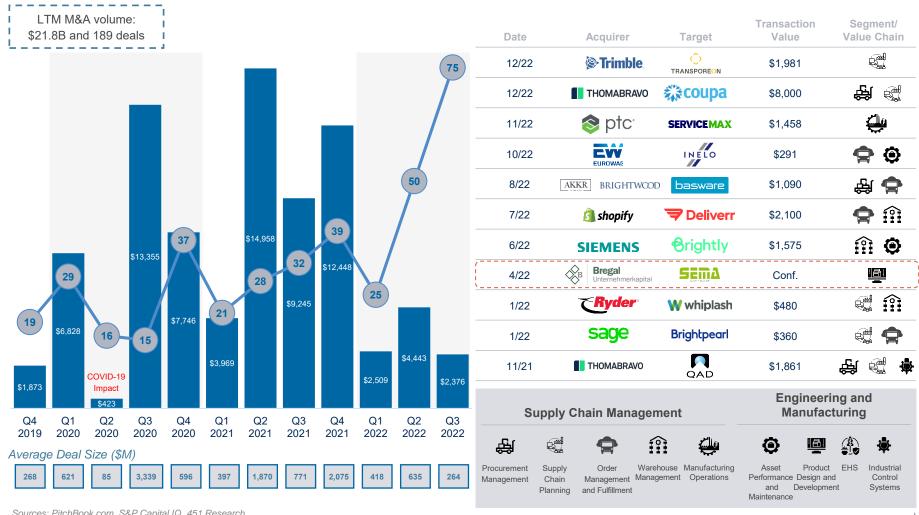
Select Industrial Software Financings (\$M) Industrial Software Quarterly Financing Activity (\$M) LTM financing volume: Selected **Amount Pre-Money** Segment/ \$9.2B across 193 deals Date Investor(s) Invested Valuation Value Chain Company \$117 f ? i **TIGERGLOBAL** \$1,830 11/2022 Activate (Altana \$100 \$330 10/2022 47 \$25 \$230 9/2022 noodle.ai Honeywell □ Afresh (G) SPARK CAPITAL \$115 \$300 8/2022 37 Ŷ Flexe TIGERGLOBAL \$119 \$981 7/2022 31 **◆◆► FOUR**KITES FedEx. \$80 \$1.020 6/2022 \$3,087 25 Standard Investment \$2,798 () Optimal Dynamics 4/2022 \$33 \$157 RIOT \$233 NA 3/2022 ◆ ROUTE \$2,113 \$1,840 HELIAD* €DINSTAFREIGHT \$40 3/2022 Conf. \$1,482 \$1,432 \$1,273 \$1,106 \$1,135 @forto g' G SQUARED \$250 \$1,850 3/2022 \$806 \$709 **Engineering and Supply Chain Management** Manufacturing Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 Q4 Q1 Q2 Q3 2020 2020 2020 2020 2021 2021 2021 2021 2022 2022 2022 2019 Average Equity Investment (\$M) Procurement Supply Warehouse Manufacturing Product Industrial Asset Management Management Operations Control Performance Design and Management Chain and Development Systems Planning and Fulfillment

Strategic M&A Activity Continues Across the Ecosystem

Strategics are actively looking to capture market share and position themselves as the go-to solution for their market, and private equity looks for platform investments in a sticky market with high financial visibility.

Industrial Software Quarterly M&A Activity (\$M)

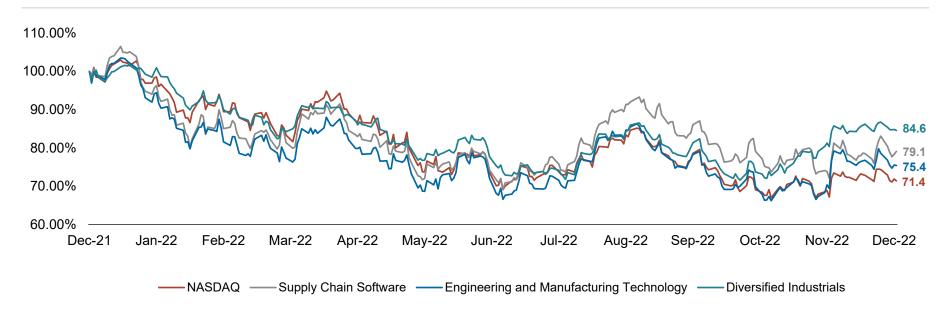
Select Industrial Software M&A Transactions (\$M)



Industrial Software's Recovery Is Stronger Than Broader Tech

Industrial software companies have experienced a stronger recovery than the broader index, as macro headwinds and economic uncertainty have weighed more heavily on broader technology firms.

Share Price Performance



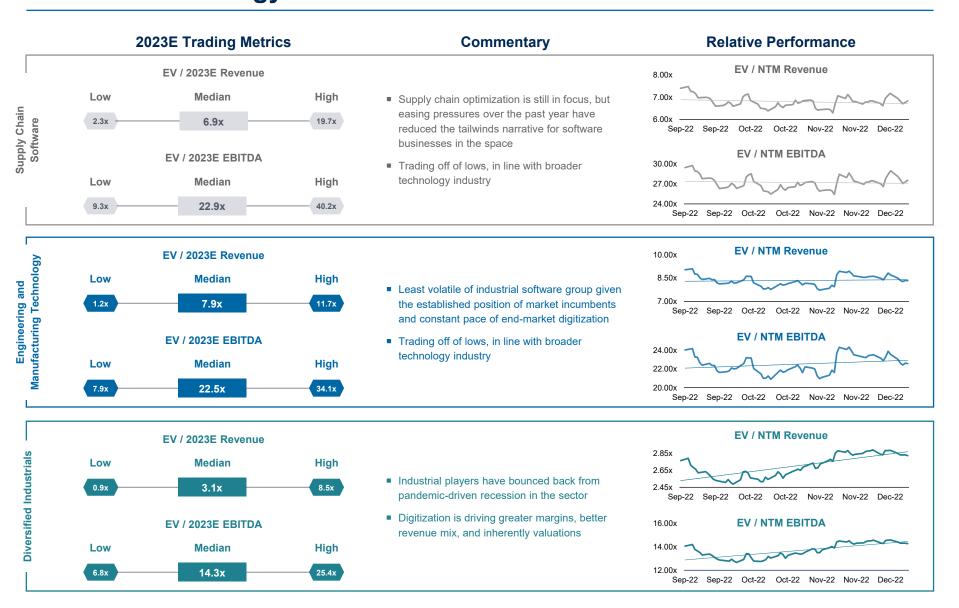
Public Company Ecosystem Segmentation







Industrial Software Has Maintained Premium Valuations Despite the Broader Technology Correction



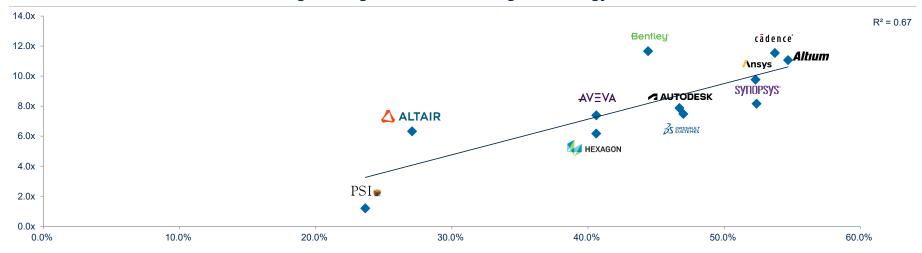
Valuation Is Correlated to Revenue Growth and EBITDA Margin

Markets continue to favor growth, but the combination of growth and profitability yields the highest valuations.

Rule of 40 vs. EV/2023E Revenue—Supply Chain Software



Rule of 40 vs. EV/2023E Revenue—Engineering and Manufacturing Technology



Source: S&P Capital IQ.

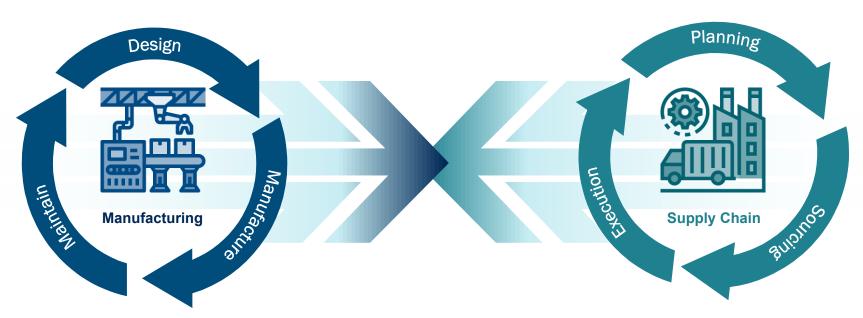
Selected Publicly Listed Comparables

Company Name		Market Cap EV		EV/Re	venue	EV/EBITDA		EBITDA Margin		2021E-2023E CAGR	
		USDm	USDm	2022	2023	2022	2023	2022	2023	Revenue	EBITD/
Ame	rican Software	\$475	\$364	2.8x	2.7x	16.9x	16.2x	8.7%	16.7%	4.4%	45.8%
Aspe	en Technology	10,428	13,985	14.7x	11.4x	30.4x	23.2x	7.7%	48.4%	97.2%	398.8%
Basv	vare	611	668	3.9x	3.5x	33.3x	18.7x	6.4%	11.8%	3.9%	79.5%
Desc	cartes Systems Group	5,920	5,583	11.5x	10.5x	26.0x	23.4x	41.0%	44.3%	11.9%	17.2%
E2op	pen	1,959	2,957	4.6x	4.1x	14.1x	12.1x	NA	32.7%	NA	NA
Kina	xis	3,000	2,858	7.8x	6.9x	39.7x	40.2x	5.2%	19.6%	28.9%	134.2%
Manl	hattan Associates	7,605	7,279	9.7x	8.9x	36.6x	33.8x	21.4%	26.5%	10.7%	23.1%
Park	City Group	97	73	3.9x	3.5x	11.9x	9.3x	25.5%	33.1%	3.3%	25.6%
Sam	sara	6,222	6,160	9.7x	7.5x	NM	NM	NM	NM	38.3%	(53.0%)
SPS	Commerce	4,876	4,531	10.1x	8.6x	34.7x	29.7x	20.8%	29.0%	16.7%	38.1%
Tecs	sys	292	265	2.5x	2.3x	45.7x	27.9x	6.4%	5.5%	3.8%	18.2%
Triml	ble	14,471	15,564	4.2x	4.0x	17.0x	15.8x	21.1%	24.8%	2.5%	12.8%
Wise	eTech Global	11,868	11,501	24.0x	19.7x	46.8x	37.0x	37.6%	51.3%	20.9%	43.8%
Mear	n			8.4x	7.2x	29.4x	24.0x	18.3%	28.6%	20.2%	65.3%
Medi	ian			7.8x	6.9x	31.9x	23.3x	20.8%	27.8%	11.3%	31.9%
Altair	r Engineering	\$3,759	\$3,833	6.9x	6.3x	40.9x	34.1x	8.1%	16.8%	6.7%	61.6%
Altiur	m Limited	3,329	3,134	13.0x	11.1x	36.0x	29.8x	31.5%	36.1%	18.3%	28.4%
ANS	YS	21,235	21,350	10.5x	9.8x	24.8x	22.0x	32.8%	42.5%	7.1%	24.5%
Auto	desk	42,554	43,120	8.6x	7.9x	23.5x	21.2x	18.8%	36.7%	11.7%	57.0%
B AVE	VA Group	11,872	12,756	8.2x	7.4x	NA	24.9x	14.4%	NM	8.8%	56.3%
AVE Benti	ley Systems	12,986	14,035	12.8x	11.7x	38.6x	33.9x	17.4%	33.2%	11.7%	57.3%
Cade	ence Design Systems	45,228	44,669	12.6x	11.5x	29.1x	25.9x	30.8%	43.4%	13.8%	36.9%
Dass	sault Systemes	48,830	48,428	8.1x	7.5x	21.4x	19.6x	25.9%	38.0%	8.2%	31.5%
Hexa	agon AB	31,379	34,837	6.4x	6.2x	17.8x	16.7x	33.4%	36.0%	6.9%	12.4%
PSI S	Software	372	349	1.3x	1.2x	10.2x	7.9x	12.2%	12.8%	1.3%	12.9%
Syno	ppsys	51,018	48,945	9.5x	8.2x	27.1x	22.5x	25.3%	35.0%	15.4%	38.1%
Mear	n			8.9x	8.1x	26.9x	23.5x	22.8%	33.0%	10.0%	37.9%
Medi	ian			8.6x	7.9x	25.9x	22.5x	25.3%	36.0%	8.8%	36.9%

Selected Publicly Listed Comparables (cont.)

Company Name	Market Cap EV		EV/Re	EV/Revenue E		EV/EBITDA		EBITDA Margin		2021E-2023E CAGR	
	USDm	USDm	2022	2023	2022	2023	2022	2023	Revenue	EBITDA	
ABB	\$61,070	\$65,137	2.2x	2.2x	15.4x	13.0x	15.9%	14.5%	0.9%	4.3%	
Cognex	8,519	7,917	7.8x	7.8x	27.7x	25.4x	32.3%	28.2%	(0.9%)	(3.7%)	
Danaher	198,579	212,842	6.9x	6.9x	20.1x	20.2x	35.1%	34.4%	2.2%	1.1%	
Emerson	62,117	70,718	3.8x	4.7x	16.8x	18.4x	21.8%	22.7%	(9.8%)	(2.4%)	
ESI Group	447	463	3.3x	3.1x	16.4x	13.6x	10.1%	19.9%	(2.1%)	46.8%	
Fanuc	29,547	25,204	4.2x	4.2x	14.4x	13.7x	32.3%	29.4%	(1.7%)	(4.5%)	
Fortive	23,809	26,111	4.5x	4.3x	17.5x	16.6x	24.4%	25.7%	7.0%	10.8%	
GE	90,710	106,999	1.4x	1.3x	12.2x	9.7x	7.7%	11.7%	4.1%	39.2%	
Hitachi	54,795	65,501	0.8x	0.9x	6.8x	6.8x	9.2%	12.2%	(10.6%)	9.1%	
Honeywell	146,205	152,896	4.3x	4.1x	17.1x	16.1x	25.3%	25.2%	3.7%	4.7%	
Keysight	32,891	32,235	5.8x	5.6x	18.5x	18.1x	28.4%	31.5%	6.9%	12.0%	
Materialise	555	490	2.0x	1.8x	20.7x	14.9x	13.6%	9.8%	8.3%	2.0%	
National Instruments	5,218	5,589	3.4x	3.1x	18.2x	15.2x	15.1%	18.5%	9.9%	28.8%	
OMRON	10,262	9,570	1.6x	1.5x	11.3x	11.0x	14.4%	14.0%	(0.7%)	(3.1%)	
Rockwell Automation	30,611	33,834	4.3x	3.9x	21.7x	17.5x	19.0%	19.9%	8.7%	18.2%	
Roper	46,066	50,508	9.4x	8.5x	23.2x	21.0x	38.3%	40.4%	1.3%	4.2%	
Sandvik	23,035	27,259	2.5x	2.4x	10.6x	9.9x	23.5%	23.8%	1.5%	3.3%	
Schneider Electric	86,652	94,636	2.7x	2.6x	13.5x	13.0x	18.6%	19.8%	4.8%	9.1%	
Siemens	119,859	159,598	2.0x	1.9x	10.8x	10.4x	13.8%	19.0%	5.7%	23.4%	
Velo3D	348	262	3.4x	2.0x	NM	NM	NM	NM	120.4%	5.1%	
Zebra	13,336	15,229	2.6x	2.7x	12.5x	11.9x	21.3%	21.3%	0.9%	3.4%	
Mean Median			3.8x 3.4x	3.6x 3.1x	16.3x 16.6x	14.8x 14.3x	21.0% 20.2%	22.1% 20.6%	16.1% 5.3%	9.4% 4.7%	
Overall Mean Overall Median			6.4x 4.5x	5.7x 4.3x	22.6x 19.3x	19.6x 18.1x	20.8% 20.9%	26.6% 25.4%	11.7% 6.8%	32.1% 18.2%	

Convergence of Industrial Software Is Accelerating





Operational Convergence

Manufacturing complexities are evolving; industrial businesses are responding through expanded and deepening interconnections of production and efficient, nimble supply chain operations



Data Synchronization

Data correlations between the ecosystems create a feedback loop of continuous improvement, driving ever tighter integrations and a pursuit of synchronization across the industrial workflow



Market Evolution

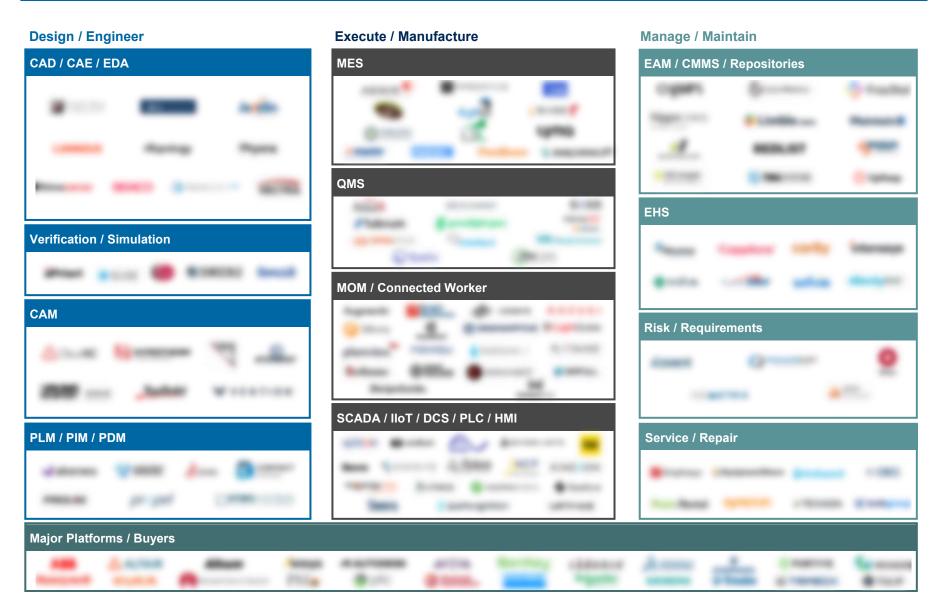
Software categories, such as warehouse management systems, facilitate core aspects of both domains; product suite evolution toward end-to-end functionality has become a logical opportunity for technology providers

How Houlihan Lokey Covers the Industrial Software Domain

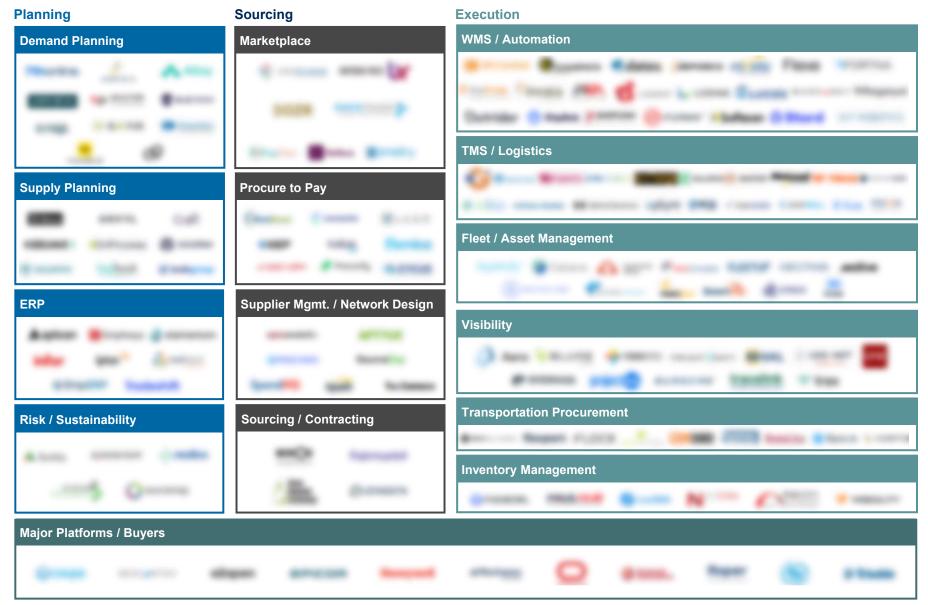
- Supply chain and manufacturing processes converge to facilitate the industrial business workflow
- Software has enabled the industrial business to digitalize and integrate their entire process, from planning to manufacturing operations to supply chain execution
- Overlap of end-customer bases for manufacturing and supply chain software have driven market incumbents to expand offerings across both categories
- These dynamics create our holistic perspective of the industrial software ecosystem, a solution set focused on industrial operations end to end



Illustrative Manufacturing Software Landscape



Illustrative Supply Chain Software Landscape



Houlihan Lokey Has Unparalleled Experience in the Industrial **Software Sector**

Houlihan Lokey's widespread reach and recognized thought leadership across the industrial software market creates relationships with financial and strategic investors alike.

Thought-Leading Market Overview and Events

Industrial Software Sector Analysis

Industrial Software Market Trends

- Rapid technology advancements and change, coupled with the impact of the cloud, drive increasing demand for solutions from manufacturers and
- Highly fragmented sector with opportunity for consolidation; larger industry participants aggressively pursuing acquisitions, while new market entrants cause disruption



Annual Conferences

Presence at key industry events throughout the year

Higgierin

litte:



THE MANUFACTURING

& TECHNOLOGY SHOW









Active Ongoing Buyer Dialogue

Ongoing Strategic Buyer Discussions

















































Active Dialogue With Sponsors on Industrial Software

abry partners



















































Domain Expertise: Manufacturing Software



Manufacturing and Design Tech



Product Lifecycle Management Tech



PLM/CPQ for F&B Industry



Digital Process Solutions Software



Automotive Control Systems



Version Control/PLM



Digital Avatars/PLM



Manufacturing Verification Software



Enterprise Resource Planning



Enterprise Resource Planning



Industrial Manufacturing CRM



Commercial Monitoring



Operations Planning Software



Digital Content Management



Pricing and Analytics Software



Inspection Software and Sensor Tech



Maintenance and Repair Enablement



Industrial Asset Maintenance



Network Management Software



PLM/CAE



Vertical Software

Domain Expertise: Supply Chain Management



Supply Chain Software



Supply Chain Analytics



Procurement and Asset Mgmt. Platform



Logistics, SCM, and DCM Software



Relationship Network Management



Logistics and SCM Software



Field Service/ Fleet Mgmt.



Alert Monitoring for Supply Chain Assets



SCM Connectivity and Efficiency



Smart Lockers and Mamt. Software



Supply Chain Software



Dealer Marketing and Mgmt.



Diversified Asset Maintenance



Supply Chain Integration



Mobile Field Workflow



Auto/Telematics Transport and Logistics



Field Service/Fleet Mgmt.



Auto/Telematics and Asset/Fleet Mgmt.



Commodity Supply Chain Software



Contingent Labor SCM and DCM



Integrated Facility Mgmt

Leading Independent, Global Advisory Firm



Houlihan Lokey is the trusted advisor to more top decision-makers than any other independent global investment bank.

HLI 2.500+ 35 \$6+ Billion \$2.3 Billion ~25% No LISTED Market Cap(1) Annual Revenue(2) **Employee-Owned** NYSE **Employees** Locations Debt



- No. 1 Global M&A Advisor
- Leading Capital Markets Advisor Raising More Than \$100 Billion in Past Five Years

2021 Investment Banking Rankings All Global **Transactions**

Rank Advisor

I (dilli	Advisor	Deals			
1	Houlihan Lokey	549			
2	Goldman Sachs	511			
3	JP Morgan	508			
Source: Refinitiv. Excludes accounting firms and brokers.					

Financial Restructuring

- No. 1 Global Restructuring Advisor
- \$3.0 Trillion of Aggregate **Transaction Value** Completed

2021 Global Distressed Debt & Bankruptcy Restructuring Rankings

Rank	Advisor	Deals
1	Houlihan Lokey	63
2	Rothschild	38
3	Moelis	34
Source	e: Refinitiv.	

Financial and **Valuation Advisory**

- No. 1 Global M&A Fairness Opinion Advisor Over the Past 20 Years
- 1.000+ Annual Valuation Engagements

2002 to 2021 Global M&A Fairness Advisory Rankings

Rank	Advisor	Deals			
1	Houlihan Lokey	952			
2	JP Morgan	890			
3	Duff & Phelps, A Kroll Business	882			
Source: Refinitiv.					
Announced or completed transactions.					

Financial Sponsors Coverage

- No. 1 Global M&A Advisor to Private Equity Firms
- 1.000+ Sponsors Covered Globally

2021 Most Active Global **Investment Banks to Private Equity Firms**

Rank	Advisor	Deals			
1	Houlihan Lokey	323			
2	Deloitte	218			
3	William Blair	183			
Source: PitchBook.					

Houlihan Lokey + GCA



Deals



Houlihan Lokey acquired GCA in October 2021, significantly expanding the firm's geographic reach in Europe and Asia and creating the most active global M&A advisory firm.

Combined Global Presence:

















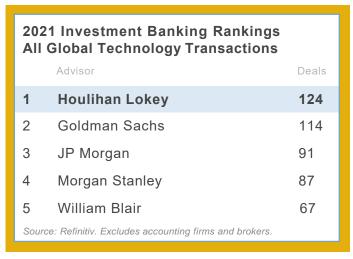








Houlihan Lokey Is the Trusted Advisor to More Top Decision-Makers Than Any Other Independent Global Investment Bank



2021 Investment Banking Rankings All Global M&A Transactions					
	Advisor	Deals			
1	Houlihan Lokey	549			
2	Goldman Sachs	511			
3	JP Morgan	508			
4	Rothschild	437			
5	Morgan Stanley	393			
Source: Refinitiv. Excludes accounting firms and brokers.					

No. 1

Global M&A Advisor

No. 1

Global Restructuring Advisor

No. 1

Global M&A Fairness Opinion Advisor Over the Past 20 Years*

Leading

Capital Markets Advisor

1,500+

Transactions Completed Valued at More Than \$3.0 Trillion Collectively

1,000+

Annual Valuation Engagements

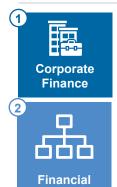
Houlihan Lokey's Tech M&A Team Is No. 1 Globally With Unparalleled Reach



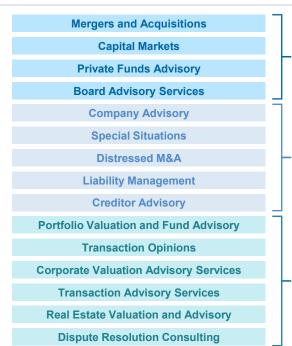
How Houlihan Lokey Can Help

Our firm is extremely well equipped to help our clients navigate uncertain times. We respond quickly to challenging situations and are constantly helping clients analyze, structure, negotiate, and execute the best possible solutions from both strategic and financial perspectives.

What We Offer







We are widely recognized as a leading M&A advisor to the mid-cap and have long-standing relationships with capital providers, including commercial banks and other senior credit providers, insurance funds, asset managers, and mezzanine fund investors. Few other investment banks maintain the breadth of relationships and capital markets intelligence that we do.

We have the largest restructuring practice of any global investment bank. Since 1988, we have advised on more than 1,500 restructuring transactions (with aggregate debt claims in excess of \$3.0 trillion). We served as an advisor in 12 of the largest 15 bankruptcies from 2000 to 2021.

Over nearly four decades, we have established ourselves as one of the largest financial and valuation advisory firms. Our transaction expertise and leadership in the field of valuation help inspire confidence in the financial executives, boards of directors, special committees, investors, and business owners we serve.

Why We're Different



No. 1 for Global and Tech M&A



Significant Experience With Financing Markets



Senior-Level Commitment and Dedication



Deep, Industry-Specific Expertise



Superior Work Product/Technical Abilities



Creativity, Imagination, Tenacity, and Positivity

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