Jefferies

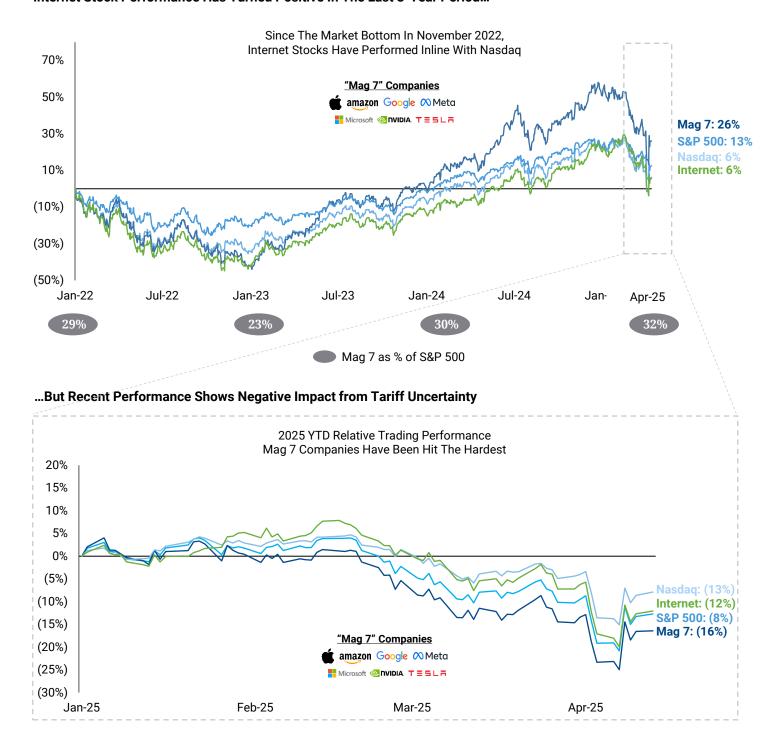
State of Internet

TECHNOLOGY, MEDIA & TELECOM INVESTMENT BANKING

APRIL 2025

Markets Regain Momentum Amid Tariff Uncertainty

Internet Stock Performance Has Turned Positive In The Last 3-Year Period...



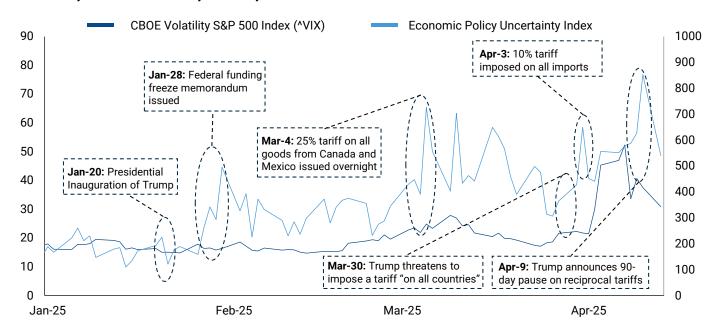
Source: Capital IQ as of 4/14/25.

Note: Internet Index defined as Jefferies Internet peer group and includes 190+ companies. All indices are weighted by market capitalization.

Navigating Market Volatility Amid Policy Uncertainty...

The Market Is Experiencing Recent Spikes In Volatility And Policy Uncertainty Amid Tariff Speculation...

CBOE Volatility Index & Economic Policy Uncertainty Index



...Generating Increased Macroeconomic Pressures...

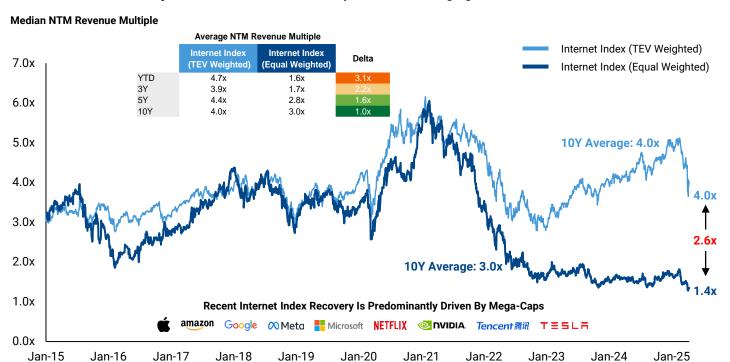
- Tariff-related policy uncertainty is fueling market volatility, dampening investor confidence and constraining capital flows
- · Countries with significant trade surpluses with the U.S. are especially exposed to economic disruptions
- Shifts in BRICS+⁽¹⁾ trade dynamics could accelerate de-dollarization efforts, with risks to currency stability and global trade flows

...Leading To Significant Implications For Companies

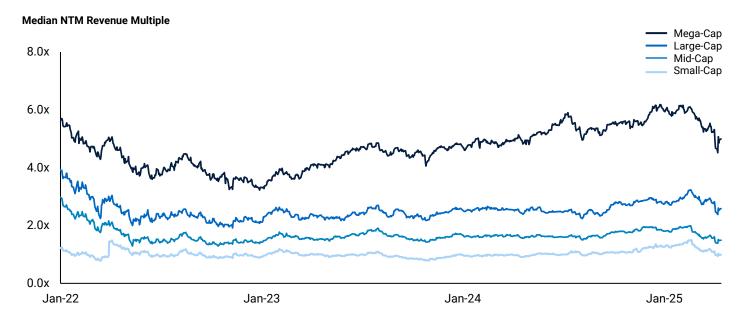
- · Supply Chain Resilience: Overdependence on tariff-exposed regions increases operational risk and margin pressure
- **Pricing:** Companies with strong brand equity and loyal customer bases may have greater success in passing through rising costs
- Agile Scenario Forecasting: Persistent volatility demands real-time data, flexible models and proactive risk management plans

...While Internet Sector Valuations Seek Recovery And Normalization

Internet Peers Historically Have Traded At Similar Multiples Before Diverging At The End of 2022...



...With Mega-Cap Internet Peers Outperforming Over The Last 3 Years



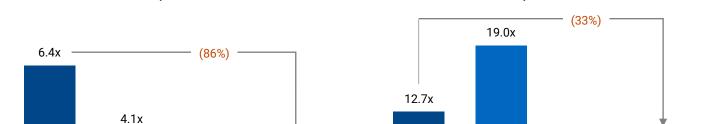
Source: Capital IQ as of 4/14/25.

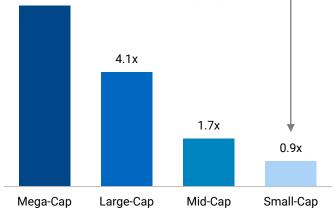
Note: Internet Index defined as Jefferies Internet peer group and includes 190+ companies.

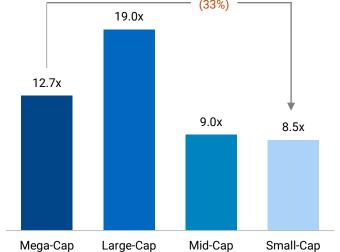
CY2025E Median Revenue Multiple

Large Companies Demonstrate Stability Amid Market Turbulence

Mega-Caps Continue To Show Resilience In 2025 Despite Economic Instability

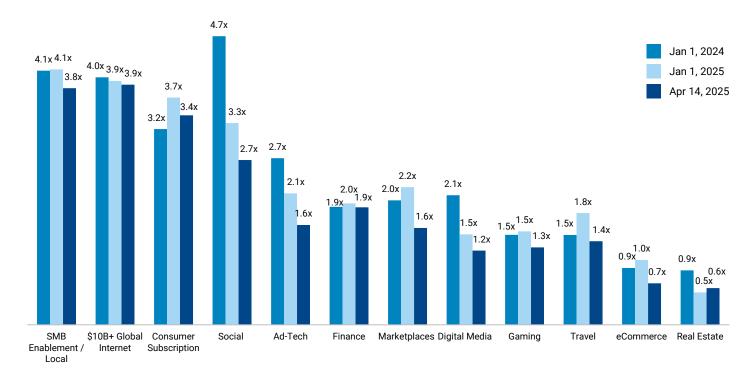






CY2025E Median EBITDA Multiple

Internet Revenue Multiples Have Expanded For Most Categories In LTM Jan 2025 Before Declining In April Median NTM Revenue Multiple

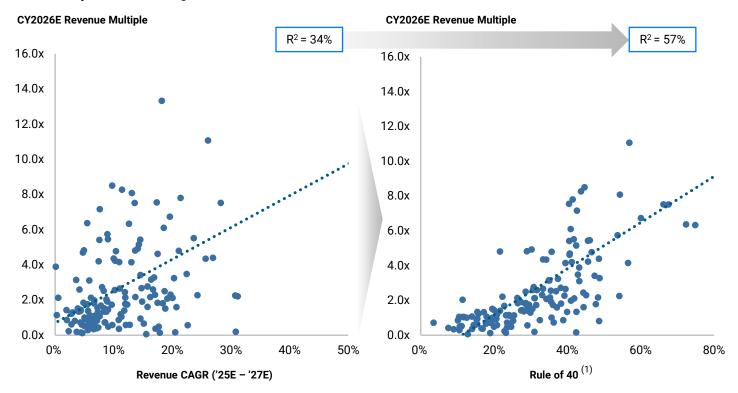


Source: Capital IQ as of 4/14/25.

Note: Internet Index defined as Jefferies Internet peer group and includes 190+ companies. Mega-Cap defined as >\$200B; Large-Cap \$10B-\$200B, Mid-Cap \$2-\$10B, Small-Cap <\$2B. Performance of new issues incorporated in the year following public market debut. Indices are TEV Weighted.

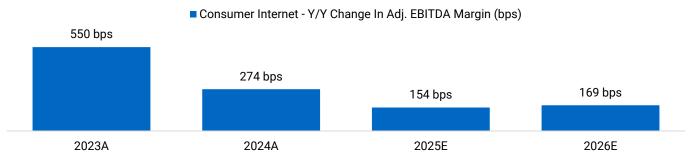
Investors Continue To Place Greater Emphasis On Profitable Growth

Profitability And Growth Together Continue To Present A Better Indicator Of Valuation Than Growth Alone



Margin Growth Expected To Slow In 2025 As Businesses Expand Al Investments

- Following a prolonged period of healthy margin expansion, the pace of margin acceleration in 2025 is forecasted to decelerate, as companies invest more deeply in AI and related infrastructure as well as growth initiatives
- On average, the pace of Adj. EBITDA margin expansion across the group will decelerate to 154 bps in 2025, from 274 bps in 2024 and 550 bps in 2023. We also expect higher levels of capital expenditures in 2025 as companies continue to build Al capacity and capabilities
- These initiatives will limit margin expansion in the near-term as investments in AI capabilities will likely lag associated revenue gains and eventual cost savings



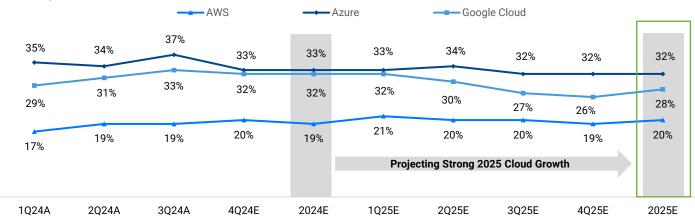
Source: Capital IQ as of 4/14/25. Select Wall Street Equity Research.

Note: Internet Index defined as Jefferies Internet peer group and includes 190+ companies.

^{1.} Rule of 40 defined as Revenue CAGR ('25E - '27E) + Average EBITDA Margin ('25E - '27E). Regression was performed on the Jefferies Internet peer group which includes 190+ companies. Comp set is filtered for companies with consensus estimates for revenue and EBITDA through 2027, have positive Rule of 40 and 2026E revenue multiples >0.0x and <50.0x.

Large Players Continue To Scale Cloud And Data Capabilities

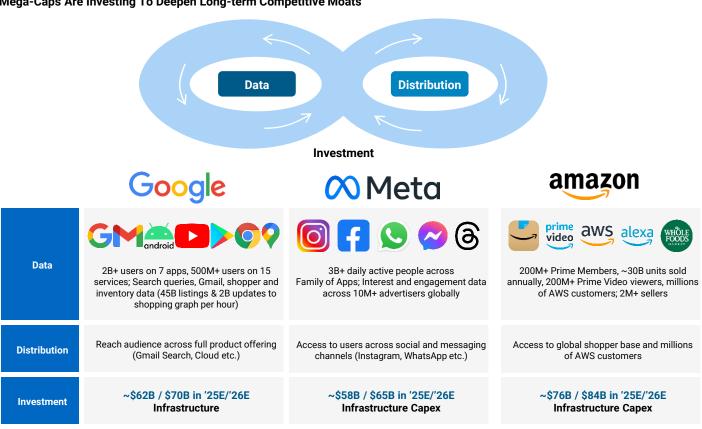
Modeling Stable Cloud Growth...Could Be Conservative



- Growth Drivers: Strong secular growth, new workloads and increased GenAI adoption support strong 2025 growth rates
- Al Services Revenue By Company: Azure ~\$6B; AWS & Google Cloud both indicate total AI revenue is 'multi-billions'
- GenAl Potential: AWS Frames GenAl potential as 'tens of billions of revenue'
- Capital Expenditures: Forecasted to grow at 32% CAGR (2023 2026) among Hyperscalers (AMZN, GOOGL, META, MSFT)

The Value Of First Party Data And Distribution Is On The Rise

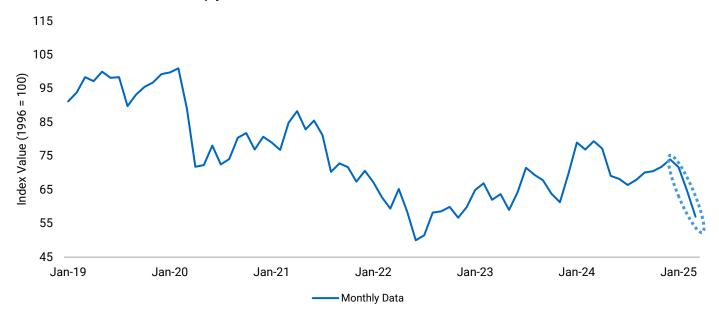
Mega-Caps Are Investing To Deepen Long-term Competitive Moats



Source: Select Wall Street Equity Research.

Consumer Outlook Shows Signs Of Concern...

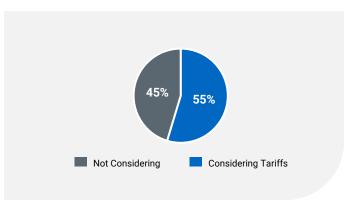
Consumer Sentiment Down Sharply In 2025



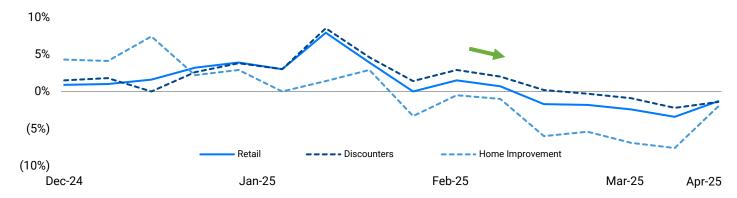
Takeaways From Index Of Consumer Sentiment

Consumers Are Considering Tariffs When Shopping

- Survey concluded on April 8, before Trump's latest moves on import duties
- The Consumer Sentiment Index fell to 50.8 in April, reaching the lowest levels since June 2022
- Consumers note concerns around potential rise in unemployment, apprehension about inflation and losses from retirement accounts
- Consumers are increasingly seeking value, with 41% actively looking for better deals and discounts while 30% plan to reduce purchases of imported goods in response to rising prices



Y/Y Spending Decelerating In Recent Weeks



Source: Jefferies proprietary survey, Michigan Consumer Sentiment Index.

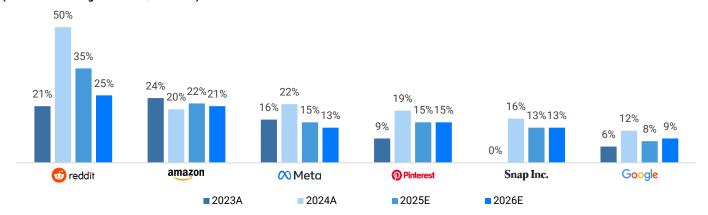
...However Growth Remains For Advertising Market

Select Trends

- 1) Online Advertising: Revenue maintains solid low double-digit growth, with slight deacceleration
- 2) Stable Macro: Ad trends remain broadly stable, w/ pockets of softness across select brand verticals
- 3) Al Monetization: Ad creation, personalized creatives, 1P targeting & measurement, Al chatbots
- 4) Secular Growth: Retail Media continues to scale
- 5) Overall Ad Market: Projected to grow 12.5% in US Online Ads in 2025 compared to 14.2% in 2024

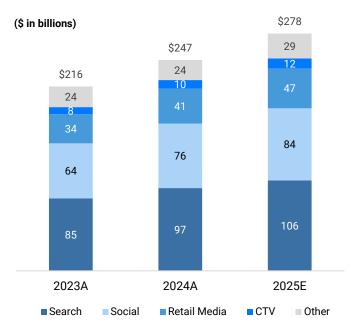
Expecting Solid Growth With Slight Deacceleration

(Online Advertising Revenue Y/Y Growth)



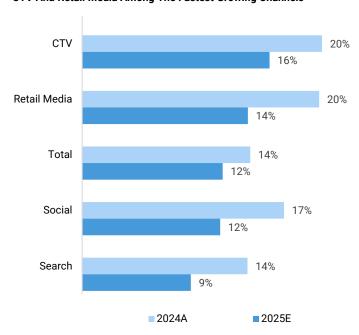
Advertising Spend By Channel

Search And Social Remain Largest Scaled Channels



Advertising Growth By Channel

CTV And Retail Media Among The Fastest Growing Channels



Source: Company reports, Select Wall Street Research.

Internet Trends | SMB Enablement, Travel Tech, Ticketing & Events

SMB Enablement

Key Observations



Shift Toward All-In-One Digital Platforms

 Comprehensive solutions that combine web building, marketing, e-commerce, tax and compliance in a single platform to reduce complexity



Mobile-First Design

 With growing use of mobile devices for browsing and shopping, providers are optimizing platforms to support responsive, mobile-first design



AI-Powered Website Creation

 SMB website providers are increasingly integrating Al tools to simplify design, content creation and optimization to build high-quality websites

Travel Tech

Key Observations



Impact of Al

 Utilizing extensive customer data, AI is enhancing travel by providing tailored experiences and enabling seamless and efficient journeys



Legacy Solutions Leave Gaps

 Demand is shifting away from traditional OTAs like Booking.com and Expedia, toward next-generation travel solutions offering broader services



Complex Ecosystem

 Industry comprises various stakeholders including OTAs, GDSs and travel management companies

Ticketing & Events

Key Observations



Funflation

 Ticketing companies have nearly doubled in size since 2020, benefiting from funflation as consumer prioritize live experiences over goods



Specialization and Niches

 Companies like TodayTix (theater) and Liberty Media (motorsports) focus on high-growth niche segments to drive engagement

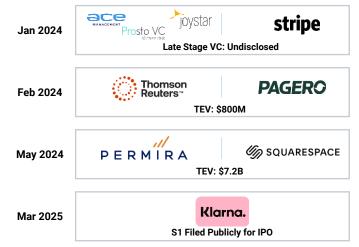


Geographical Expansion

International live events markets are less consolidated than in the U.S. In 2023, Live Nation and Vivid Seats expanded into Asia-Pacific through acquisitions

Source: Company Website, Pitchbook and Wall Street Research.

Recent Developments



Recent Developments



Recent Developments



Internet Trends | AdTech / MarTech, Gaming, Health & Wellness

AdTech / MarTech

Key Observations



Opportunities from Cookie Phase Out

 Transition to a cookieless future creates demand for privacy-first solutions like first-party data and contextual targeting and alternative ID frameworks



CTV and Streaming Growth

 Connected TV and streaming platforms are becoming dominant channels for programmatic advertising with increasing investments in advanced targeted and measurement solutions tailored to these environments



Omnichannel Push

 Rising demand for unified platforms that can manage campaigns across multiple channels (i.e., mobile, social and streaming)

Gaming

Key Observations



Platform Opportunities Emerging As Gaming Leaders Look To Consolidate & Diversify Their Portfolios

 M&A activity in 2024 experienced a 21% increase in deal volume over 2023



Playtika acquisition of Superplay allowed Playtika to enter new high-growth gaming categories (eg Board games)

Al, New Games Releases, Positive Regulatory Environment Sets Foundation for Growth



- Gen Al enables rapid game prototyping, new immersive features and help with translation to expand the global pool of potential users
- Major gaming releases expected in 2025 such as the Nintendo Switch 2 and Grand Theft Auto 6 +

Health & Wellness

Key Observations



Millennials & Gen Z Preferences Are Changing The Landscape...

 Younger generations are increasingly prioritizing health and are adopting digital health tools more than others



...Leading Companies To Shape Their Platforms Accordingly

 Companies are bolstering their health data and platform features to offer personalization, comprehensive care and broaden access & engagement

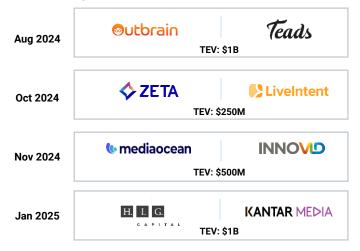


Rise of Cross-Industry M&A & Partnership Activity

Leading health & wellness names are increasingly seeking ways to gain access to and test adjacent categories

Source: Company Website, Pitchbook and Wall Street Research.

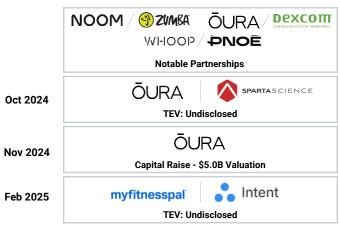
Recent Developments



Recent Developments



Recent Developments

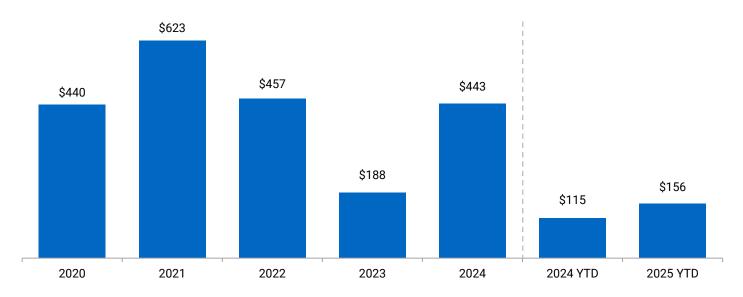


After A Slowdown In 2023, TMT M&A Has Turned The Corner

Modest YTD TMT M&A Growth Despite Market Volatility

Total Deal Volume (US Target Only)

Dollar Volume (\$B)

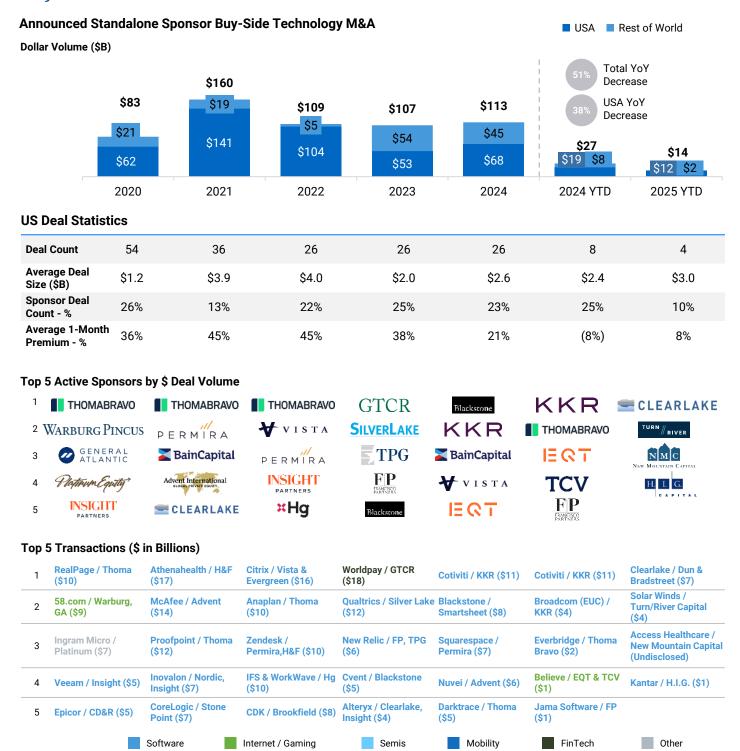


M&A Themes



Source: 451 Research, Capital IQ, Investor Presentations and SEC Filings. Note: US technology transactions with disclosed deal value >\$100M.

Sponsor-Driven M&A Has Displayed Surprising Resilience Due To Several Key Themes



Source: 451 Research for transactions; investor presentations, SEC filings, and broker research for transaction metrics.

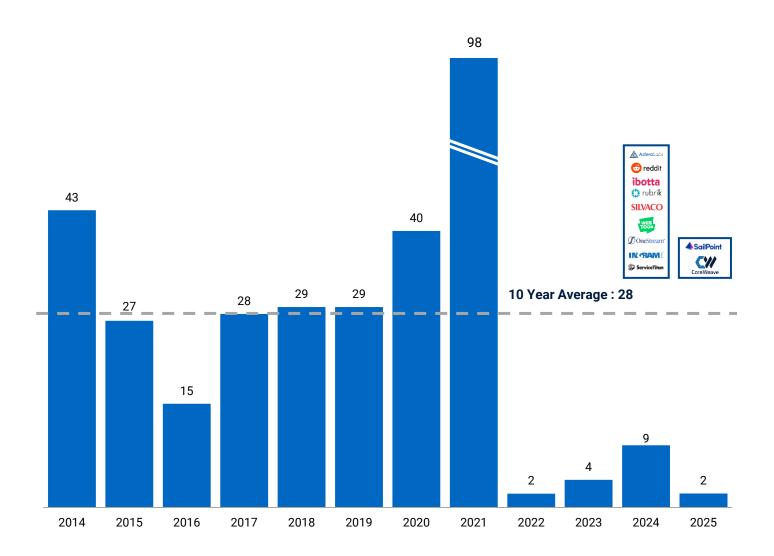
Note: Global technology transactions with disclosed deal value >\$100M. Excludes media and information services targets.

Note: Software subsectors include Vertical Application, Horizontal Application, Infrastructure, IT Services and Security; Internet / Gaming subsectors include eCommerce, Marketplaces, SMB, Ad-tech, Prop-tech, Lead Gen, Gaming, Social Media, Online Health and Digital Media; Mobility subsectors include MaaS, Last-Mile Delivery, Autonomous, EVs, Hardware / Suppliers, eCommerce and Marketplaces; Semis subsectors include Foundries, Design, IP, EDA & Simulation and Electronics; Other includes other technology-related transactions, including, but not restricted to, Comms / Networking and IT services with software or hardware component.

2025 Was Expected To Be A "Recovery Year" For IPOs

Number Of Technology IPOs Per Year Since 2014





Source: Capital IQ, Dealogic. Data as of 04/14/25. Note: Excludes REITS, MLPs, BCC/SPACs, Chinese ADRs. Excludes offerings with base deal values less than \$50M. Source: Company Filings.

Profile And Performance Of Tech IPOs

Financial Profile of Tech IPOs Over Time

Median Revenue Scale At IPO \$2,810 \$1,870 \$1,014 \$497 \$626 \$378 \$363 \$325 \$261 2017 2018 2019 2020 2021 2022 2023 2024 2025 Median MRQ Growth At IPO 47% 62% 45% 42% 36% 31% 33% 25% 2017 2018 2019 2020 2021 2022 2023 2024 2025 Median EBITDA Margin At IPO 41% 25% 21% 8% 0% 2% (2%)(10%)(11%)2017 2018 2019 2020 2021 2022 2023 2024 2025 2 2 19 22 19 33 88 4 **IPOs IPOs IPOs IPOs IPOs IPOs IPOs IPOs IPO**

Performance Of Recent IPOs

Snapshot Of 2024/2025 Tech IPOs

2024/2025 Tech IPO Snapshot

IPO	IPO Date	Deal Size	Market Cap at IPO	Valuation Metric	File / Offer %	Offer / 1 Day %	Offer / 1 Week %	Offer / Current %	Anchor Investors	What Investors Want	What We've Seen
CW CoreWeave	3/27/25	\$1.6B	\$18.6B	10.9x 2026 EV/EBIT	(22%)	0%	35%	9%	OpenAl	Durable and Differentiated Growth	Scaled Assets
♦ SailPoint	2/12/25	\$1.4B	\$12.8B	11.0x 2026 EV/Rev	15%	(4%)	8%	(25%)	DR CONCES		
ServiceTitan	12/11/24	\$719M	\$6.4B	8.1x 2025 EV/Rev	30%	42%	50%	48%	_		
IN TRAME	10/23/24	\$409M	\$5.0B	5.9x 2025 EV/EBITDA	2%	12%	10%	(29%)	GROUP* World	Attractive Unit Economics	Conservative Post-IPO Net Leverage
D OneStream	7/23/24	\$564M	\$5.0B	8.0x 2025 EV/Rev	11%	34%	40%	(1%)	T.RowePrice		
WEB	6/26/24	\$315M	\$2.8B	15.0x 2025 EV/EBITDA	8%	10%	(3%)	(61%)	BlackRock. NAVER		
SILVACO	5/8/24	\$114M	\$0.5B	5.6x 2025 EV/Rev	6%	4%	2%	(77%)	_	Category and Market Leadership	Strong Pricing Outcomes
🛟 rubrik	4/24/24	\$863M	\$5.6B	6.2x 2025 EV/Rev	9%	16%	3%	88%			
ibotta	4/17/24	\$664M	\$2.7B	17.2x 2025 EV/EBITDA	10%	17%	20%	(48%)			
© reddit	3/20/24	\$860M	\$6.4B	4.1x 2025 EV/Rev	5%	48%	70%	189%		Strong Competitive Moat	Anchor Commitments
AsteraLabs.	3/19/24	\$820M	\$6.3B	11.0x 2025 EV/Rev	26%	72%	132%	65%			

Source: Company filings, FactSet, RenCap.

Note: Data as of 04/14/25. Includes \$100M+ IPOs. Revenue and EBITDA figures are based off calendar year of going public. Deal size reflects exercised greenshoe. Anchor investors include cornerstone investors and concurrent private placements.

Where Are We Headed?

JPIC 2024 Recap - Prediction Scorecard

	Prediction	Rating
Liquidity	Cash Is King – cash preservation and committing to a path to profitability will continue to be top-of-mind for management in order to survive this downturn	~
Fundraising	Activity is increasing in the private placement market, but companies are typically accepting lower valuations or structure	
Strategic Alternatives	As the slowdown drags on and valuations remain compressed, late-stage companies may begin to address alternatives including a private placement, a sale or an IPO in early 2024	
IPO Market	The extended IPO drought will be broken by selected marquee companies coming to market with anchor investors and conservative valuations	
M&A Activity	M&A activity could heat up as runway diminishes for unprofitable companies, forcing them to consider strategic alternatives – strategics armed with a cash war chest will stand to benefit	

2025 Predictions

2020 i rediotiono	
Tariffs	Slower growth in retail sales, discretionary spending and automobile purchases may accompany the looming tariffs as consumers opt to preserve extra cash on hand. Additionally, there are expectations of disrupted supply chains and increased costs for businesses, particularly in manufacturing and logistics
Al Investment	Rapid adoption of generative AI and LLMs will continue to generate significant capital investments. 97% of senior business leaders whose organization is investing in AI report positive ROI from their AI investments (1)
IPO Market	Despite a strong start to 2025, heightened market volatility and new tariffs have halted IPOs, with the VIX hovering around 50. However, as markets settle, the latter half of 2025 may see exceptional assets going public
Regulatory Environment	Potential shifts towards a more relaxed approach on energy, finance and business compliance may help pave the way for increased dealmaking but may be accompanied by greater unpredictability overall on trade policies and executive actions under the new administration
M&A Activity	Companies may be taking more of a 'wait and see' approach until finding greater clarity on trade and economic conditions. A renewed appetite for deal making and proposed plans for tax cuts and deregulation may help offset a potentially stalled deal market with acceleration in H2 2025

^{1.} Ernst & Young LLP.

Jefferies Technology Group Internet Team and Product Partners

We look forward to speaking with you about these industry themes and their impact on businesses and investors.

GLOBAL INTERNET TEAM

Cameron Lester Global Co-Head of TMT Investment Banking +1 (347) 258-9368 clester@jefferies.com

Gaurav Kittur Global Head of Internet Investment Banking +1 (917) 209-9373 gkittur@jefferies.com

Jason Greenberg Global Co-Head of TMT Investment Banking +1 (786) 503-9622 jasgreenberg@jefferies.com

Becky Steinthal Head of TMT ECM Investment Banking +1 (646) 656-2309 rsteinthal@jefferies.com

Head of China Technology

randy.wang@jefferies.com

Head of India Technology

AMERICAS

Justin Liu Senior Vice President +1 (415) 254-6250 justin.liu@jefferies.com

Harry Reibman Vice President +1 (415) 722-3018 hreibman@jefferies.com

Hassan Khan Vice President +1 (415) 722-0672 obajulaiye@jefferies.com Olaniyi Bajulaiye

Vice President +1 (929) 595-6132 obajulaiye@jefferies.com

Eric Pogue Vice President +1 (917) 275-4165 epogue@jefferies.com

Michael Donaldson Vice President +1 (929) 637-6838 mdonaldson@jefferies.com

MERGERS & ACQUISITIONS

EUROPE

Dominic Lester Head of EMEA +44 (0)77 6809-9941 dlester@jefferies.com

Nandan Shinkre European Head of TMT

+44 (0)77 3834 7979 nshinkre@jefferies.com

+91 84 2289 8836 praveer.garg@jefferies.com Michael Stock

Praveer Garg

ASIA

Randy Wang

+852 6890 7737

Head of Australia +61 400262153 michael.stock@jefferies.com

LEVERAGE FINANCE

Scott Peloso Global Head of TMT +1 (929) 595-5885 speloso@jefferies.com

Ravi Rathi Senior Vice President +1 (212) 336-1169 rrathi@jefferies.com

David Lubeck

Managing Director +1 (415) 416-4833 dlubeck@jefferies.com

Jeffrey Snyder Managing Director +1 (917) 690-4104 jsnyder@jefferies.com Stefani Silverstein

Managing Director +1 (646) 988-5301 ssilverstein@jefferies.com

Jon Gegenheimer Managing Director +1 (415) 229-1495 jgegenheimer@jefferies.com **FINANCIAL SPONSORS**

Scott Driggs Managing Director +1 (310) 709-4250 sdriggs@jefferies.com

David Luse Managing Director +1 (310) 575-5249 dluse@jefferies.com

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