

# Web Hosting Report

## M&A Update

2017

### Strong growth and high margins driving consolidation in web hosting market

Robust growth is set to continue across all major hosting subsectors over the next few years. Further consolidation is anticipated during this time as larger market participants continue to pursue acquisition opportunities.

High profile hosting and telecom players will drive future sector growth and consolidation as they look to penetrate new market segments and innovations. Private equity (PE) firms are also active in the sector, which is boosting valuations. They are attracted to hosting companies' recurring revenue streams, high margins and also their expansion potential.

There are plenty of exciting opportunities for sellers. Smaller hosting players are advised to either build scale, or consider selling their businesses to larger companies given the current market dynamics.

#### Key conclusions from the report include:

- **Size and global presence** are needed to attract large customers and/or build a strong brand.
- **Building scale and improving buyers' offerings** are key motivations for acquisitions.
- **Innovation** is key to attracting and retaining customers in private Cloud infrastructures.
- **There is a clear positive correlation** between the size of the target and the multiple a buyer is willing to pay for that target.
- **Commoditisation** of the hosting industry leads to diversification acquisition strategies
- **PE firms** generally execute larger transactions and tend to pay higher multiples for transactions.



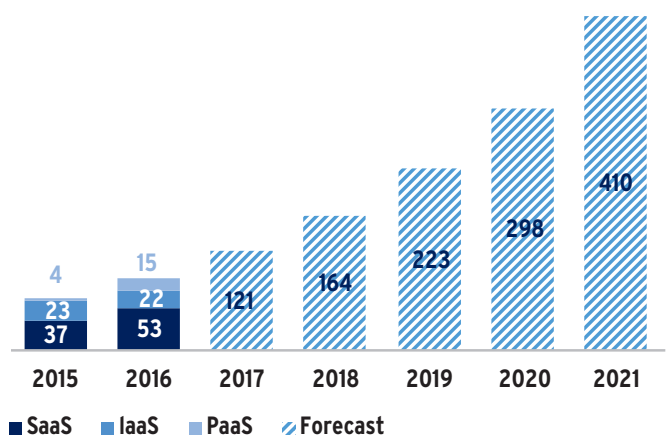
**Ron Belt,**  
Managing Partner, Capitalmind

*Consolidation in the hosting industry looks set to continue as strong market growth and the need to offer scale, innovation and an international presence drives deal activity. Hosting companies and high profile telecom players will be active buyers in the next few years, with the latter looking to make important strategic acquisitions in order to break into new, high growth markets. PE groups are also expected to continue to execute a number of large hosting transactions, paying attractive multiples whilst doing so.*

## Growing Market

Cloud services are growing in popularity. According to MarketLine, the Cloud Computing market totaled approximately \$89bn in 2016, and is forecasted to increase at a five-year compounded annual growth rate (CAGR) of 35,6 percent (see Figure 1 opposite).

Figure 1: Global Cloud Computing market (in \$bn)



## Hosting Segments

The hosting industry can be segmented in many different ways. For the purpose of this report, Capitalmind has split the sector into five categories:

- Co-location services.
- Domain name services and website hosting.
- Desktop hosting.
- Dedicated hosting.
- Cloud providers.

All five segments and the specific trends and mergers and acquisitions (M&A) factors at play in each are assessed separately in this report.

### Co-location services

Companies active in the co-location services area provide pure data centre services (such as space, cooling, power and connectivity). Leaders in this space include Equinix, Digital Realty Trust, Interxion and Telecity. Co-location activities are capital intensive and should be regarded as a separate class of real-estate, as opposed to technology providers. As a result, this segment is not explored in any detail in this report.

### Domain name services and website hosting

Companies that focus on website hosting such as Endurance, GoDaddy, 1&1 (United Internet) and Web.com target the consumer and small and medium enterprises (SME) markets. Key performance indicators (KPIs) are revenue per subscriber, subscriber acquisition costs and churn. In order to survive in this particular segment, complete automation of the back-office is required and economies of scale are needed in order to mitigate price pressures and increasing customer acquisition costs. Players such as Endurance and 1&1 have therefore fully focused their KPIs towards more telecom-related metrics. In order to be able to control the running costs of these operations, the back-end infrastructures are often based on deploying private or public Cloud solutions.

Acquisitions in this area are typically motivated by the need to acquire more scale (for example, buying subscriber bases). The developed technologies of the target are often fully integrated into the technology of the buyer to gain cost synergies. Service desks and overheads are also likely to be fully integrated into the buyer. Also, as the target frequently generates relatively cheap (branded) traffic, its brand often continues to exist.

One of the leaders in this segment is GoDaddy. Unlike many other companies, GoDaddy has a clear strategy of acquiring additional technologies and services for its customer base. GoDaddy subsequently drives cross-sell on its customer base to enhance the Average Revenue Per User (ARPU). The company most recently acquired Host Europe, one of Europe's largest hosting providers, to expand its customer base. Table 1 below highlights eleven GoDaddy acquisitions, and the motivating forces behind the deals.

Table 1: GoDaddy Offering Enhancement Acquisitions

| Date    | Target         | Core business  |
|---------|----------------|--|
| Dec -16 | Host Europe    | Web & application hosting  |
| Dec -16 | Lifetime Value | WordPress support services   |
| Sep -16 | ManageWP       | WordPress website management services                              |
| Sep -15 | Apptix         | Cloud  |
| Apr -15 | Marchex        | Domain name  |
| Aug -14 | Mad Mimi       | Email marketing services   |
| Oct -13 | Ronin          | Online invoicing services  |
| Sep -13 | Afternic       | Specialist in aftermarket domain sales                             |
| Aug -13 | Locu           | Data sharing and promotion with other services via Locu's platform |
| Feb -13 | m.dot          | Mobile website design tool   |
| Jul -12 | Outright       | Simple business management applications                            |

Source: Capitalmind transaction database

**Desktop hosting**

The traditional desktop business in the IT industry was based on hardware sales and software installations. Over time, more online deployment and remote management has been introduced. Also, with the emergence of virtualisation, the 'functional' desktop has been placed on servers (either in-house or at third-party data centres). Growth in the desktop hosting space has accelerated over the past few years due to solutions such as Google Apps for Work and Microsoft's successful Office 365 offering. Although both companies offer a Cloud-based solution, their desktop offerings are generally sufficient for the average white-collar employee.

Specialist desktop hosting providers are needed in circumstances where more dedicated remote solutions are required (for example, accounting or applications for a specific industry). Such providers often offer a wide variety of (smaller) specific applications, which they are capable of running remotely and in parallel with other remote applications.

Desktop hosting is often combined with the dedicated hosting offering.

**Dedicated hosting**

Dedicated hosting typically involves more complex software solutions that have been built specifically for individual customers. A large proportion of these dedicated solutions run within the customer's premises. The remainder run within the data centres of large system integrators (such as Accenture, Atos, Capgemini, HP and IBM), or are managed by specific dedicated hosting specialists. The latter usually focus on the uptime of the technical infrastructure or basic services (including databases and enterprise resource planning systems), whereas system integrators also provide functional management of the applications that are being hosted.

Dedicated hosting is executed using multiple year contracts in a managed service offering using Service Level Agreements. The hosting provider must provide specific uptime guarantees and/or response times. Size and scale are crucial elements in managed

hosting as customers often rely heavily on the software solution of the provider. Profit margins at dedicated hosting companies generally rise with the size of the organisation, due in large part by better efficiency ratios within larger organisations. Acquisitions in this segment are therefore often driven by economies of scale. There are various quality standards that need to be adhered to when servicing a large customer base.

Such standards require certain thresholds (often measured by revenue) and are therefore difficult to achieve for smaller companies. In addition, many dedicated hosting providers and most of the larger system integrators have deployed public, private or hybrid Cloud solutions that allow customers to migrate from dedicated infrastructures towards more modern and scalable Cloud infrastructures.

As with website hosting, acquisition strategies for dedicated hosting companies are often driven by the desire to increase economies of scale. Another objective is acquiring technology to customise offerings for specific customer verticals. The key issue in acquiring dedicated hosting companies is the quality of the customer base.

**Cloud providers**

Cloud hosting services provide hosting on virtual servers, which pull their computing resource from extensive underlying networks of physical web servers (see Figure 2 for a selection of high profile players in the Cloud providers' space). It follows the utility model of computing in that it is available as a service rather than as a product, and is therefore comparable with traditional utilities such as electricity and gas. Broadly speaking, customers can tap into the service as much as they need, depending on their demands, so they only pay for what they use.

Cloud services provide significant benefits over traditional hosting. Traditional hosting solutions require customers to either buy or lease the equipment they need to operate their software. Such infrastructures are often set up to cope with maximum usage, which means more capex is needed as they grow. In a downturn situation under-utilized servers can become expensive.

Figure 2: Examples of High Profile Cloud Providers



Source: IDC

## Growing Market

Practical examples of Cloud hosting fall under both the IaaS and Platform as a Service (PaaS) classifications. IaaS offers clients virtualized hardware resources on which they can install their own choice of software environment before building their web application. Whereas for PaaS services, this software environment is provided (for example, as a solution stack that includes an operating system, database support, web server software and programming support). This means customers can proceed immediately to installing and developing their web application.

More obvious examples of Cloud hosting involve the use of public Cloud models - hosting websites on virtual servers that pull resources from the same pool as other publicly available virtual servers and use the same public networks to transmit data. This data is physically stored on underlying shared servers, which form the Cloud resource.

Public Clouds include some security measures to ensure that data is kept private and these measures are likely to suffice for most website installations. However, for businesses where security and privacy is a priority, private Clouds are a popular alternative given ring-fenced resources are used for servers and networks, whether located onsite or with the Cloud provider. Cloud hosting has been one of the fastest growing technology sectors in recent years.

The challenges and opportunities facing Cloud companies are well depicted by the Gartner Magic Quadrant in Figure 3, which shows different vendors in the marketplace and provides an evaluation of the strengths and capabilities of each. Those categorized as 'Leaders' have proven staying power in the market, the ability to innovate on existing products, and are

capable of fulfilling enterprise needs. These companies have the scale and expertise necessary to exploit market opportunities whilst those in the 'Niche' and 'Challengers' quadrants are likely to be challenged by their focus on small, segmented markets and limited understanding of the market direction.

Figure 3: Magic Quadrant for Managed Hybrid Cloud Hosting, Europe 2017



Source: Gartner (June 2017)

## Acquisitions

Several prominent hosting companies operate across the five segments explored in this report. Several have been serial acquirers since 2010 - most noteworthy, Claranet, Endurance, Iomart and Host Europe (see Table 2 on page 7). Telecom companies and PE firms have also been active in the hosting M&A market during this time.

This is supported by Capitalmind data, which shows the amount of M&A (strategic and PE) in the hosting space over the last seven years. As Figure 4 shows, deal activity continues to run at a strong pace, with strategic transactions making up the majority of activity from 2012 onwards.

*"The market as whole is going to have quite a transformation over the next year or two. Hosting companies that put their bet in asset-heavy builds in data centres and infrastructure are going to really struggle. They will either have to get acquired by one of the Big Three (Amazon Web Services, Microsoft Azure or Google Cloud), or they'll end up having to fairly drastically change their company direction. And they'll find that hard because if they've got 15 years of data centre that they've got to write off, that's not something that can be financially done very easily. There's going to be a lot of consolidation and acquisitions happening over the next couple of years."*

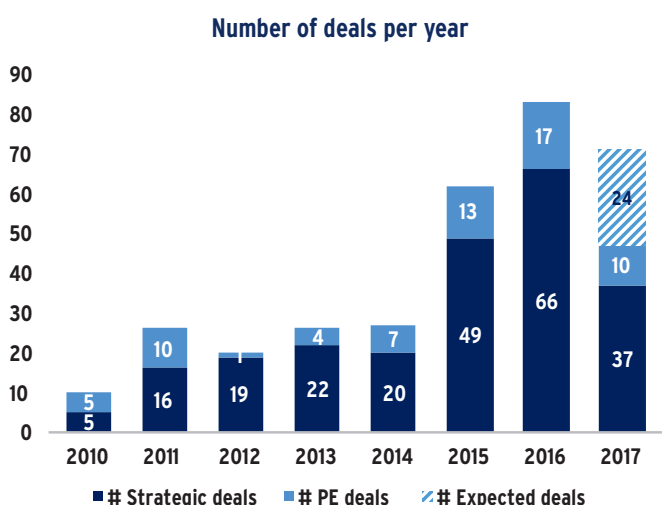
**Martin Saunders,**  
Corporate Development Director, Claranet

**Table 2: Prominent Hosting Companies' Operations and Activity (Numbers in \$m)**

| Selection of larger hosting companies (numbers in \$m) |         |  |      |          |        |               |                          |            |                 |                     |                |             |                  |                        |                        |
|--|---------|--|------|----------|--------|---------------|--------------------------|------------|-----------------|---------------------|----------------|-------------|------------------|------------------------|------------------------|
| Nr.  | Country | Company                                | Year | Revenues | EBITDA | EBITDA Margin | Acquisitions (2010-2017) | Webhosting | Desktop hosting | Dedicated / Managed | Cloud offering | Co-location | Other activities | Private Equity         | Part of                |
| 1  | Germany | United Internet (incl. 1&1 and Strato) | 2016 | 4168,6   | 880,2  | 21%           | 4                        | ✓          |                 | ✓                   | ✓              |             | ✓                | Warburg Pinus          | United Internet        |
| 2  | US      | Rackspace                              | 2015 | 2001,3   | 538,5  | 27%           | 4                        |            |                 | ✓                   | ✓              |             |                  | Apollo                 | Inception Parent       |
| 3  | US      | GoDaddy (incl. Host Europe)            | 2016 | 1847,9   | 210,2  | 11%           | 20                       | ✓          |                 |                     |                |             |                  | KKR, Silver Lake, TCV  | Public                 |
| 4  | US      | Endurance                              | 2016 | 1111,1   | 230,1  | 21%           | 11                       | ✓          |                 |                     |                |             |                  |                        | Public                 |
| 5  | US      | Web.com                                | 2016 | 710,5    | 128,3  | 18%           | 5                        | ✓          |                 |                     |                |             |                  |                        | Public                 |
| 6  | US      | Internap                               | 2016 | 298,3    | 64,3   | 22%           | 2                        |            |                 | ✓                   | ✓              | ✓           | ✓                |                        | Public                 |
| 7  | France  | OVH                                    | 2014 | 292,3    | -      | -             | 0                        | ✓          |                 |                     | ✓              | ✓           |                  |                        |                        |
| 8  | UK      | Claranet                               | 2016 | 205,7    | 36,3   | 18%           | 14                       |            | ✓               | ✓                   | ✓              | ✓           | ✓                | Abry Partners          |                        |
| 9  | France  | Cheops Technology                      | 2016 | 166,2    | 4,6    | 3%            | 1                        |            | ✓               | ✓                   | ✓              |             |                  |                        |                        |
| 10   | UK      | Interoute                              | 2015 | 143,9    | 91,0   | 63%           | 1                        |            |                 |                     | ✓              |             | ✓                |                        |                        |
| 11   | Italy   | Aruba.IT                               | 2015 | 136,9    | 17,9   | 13%           | 0                        | ✓          |                 |                     | ✓              | ✓           |                  |                        |                        |
| 12   | Canada  | Peer1 Hosting                          | 2012 | 133,6    | 30,1   | 23%           | 2                        |            |                 | ✓                   | ✓              | ✓           |                  |                        | Cogeco Cable           |
| 13   | UK      | ioMart                                 | 2016 | 109,9    | 43,3   | 39%           | 11                       | ✓          |                 | ✓                   | ✓              | ✓           |                  |                        | Public                 |
| 14   | Germany | Hetzner                                | 2013 | 94,2     | 79,4   | 84%           | 0                        | ✓          |                 | ✓                   |                | ✓           |                  |                        |                        |
| 15   | US      | Carpathia                              | 2011 | 90,0     | -      | -             | 0                        |            |                 | ✓                   | ✓              |             |                  |                        | QTS Realty Trust, Inc. |
| 16   | France  | Adista                                 | 2016 | 82,6     | 8,9    | 11%           | 0                        |            | ✓               | ✓                   | ✓              | ✓           | ✓                | Family-owned           |                        |
| 17   | NL      | Leaseweb                               | 2016 | 70,2     | 14,5   | -             | 2                        | ✓          |                 |                     | ✓              |             | ✓                |                        | Ocom                   |
| 18   | Italy   | Dada                                   | 2016 | 67,2     | 8,2    | 12%           | 1                        | ✓          |                 | ✓                   | ✓              |             |                  | HgCapital              |                        |
| 19   | US      | Hostway                                | 2013 | 60,0     | 28,6   | 48%           | 0                        | ✓          |                 |                     |                |             |                  | Little John & Co       |                        |
| 20   | UK      | Adapt Group                            | 2014 | 57,4     | 2,6    | 4%            | 2                        |            |                 | ✓                   | ✓              |             |                  | Accel-KKR, Abry Partn. | Datapipe               |

Source: Capitalmind transaction database

**Figure 4: Number of Hosting Deals - 2010 to 2017YTD<sup>2</sup>**



Source: Capitalmind transaction database, deal announcements & annual reports of various buyers (N=302)

## Private equity deals

As already mentioned, the hosting industry is attracting investments from several PE firms due to their recurring revenues, high margins and expansion potential (see Table 3). In particular, larger hosting providers with revenues of more than \$10m are attracting spontaneous approaches from PE players. There is more of a reluctance on the part of PE groups to target hosting companies with revenues of less than \$10m, given they are often required to make significant one-off overhead investments when revenues rise above this amount.

Valuations offered by PE firms are typically attractive, driven in part by the relative ease in acquiring bank financing for such deals in today's market. Sellers often forget that PE firms' deal structures can be complex and selling shareholders often have to provide part of the acquisition financing via vendor loans or preferred equity.

<sup>1</sup> For the purposes of this report, we have focused on large US and European hosting deals.

<sup>2</sup> YTD figures relate to August 2017; expected deals as presented above are based upon Capitalmind's estimates.

**Table 3: Selection of Private Equity Backed Acquisitions**

| Date    | Acquirer                      | Country | Target                              | Country |
|---------|-------------------------------|---------|-------------------------------------|---------|
| Jul -17 | BC Partners                   | UK      | PlusServer GmbH                     | DE      |
| Jul -17 | Palatine Private Equity       | UK      | The Bunker Secure Hosting Ltd.      | UK      |
| Feb -17 | Maj Invest Equity             | DK      | TDC Hosting A/S                     | DK      |
| Nov -16 | Cloud Equity Group            | US      | NodeServ LLC provides hosting serv. | US      |
| dec -16 | Contegix                      | US      | Admo.net                            | US      |
| Nov -16 | Warburg Pincus                | US      | 1&1 Internet SE                     | DE      |
| Jul -16 | Equistone Partners Europe     | UK      | Adista                              | FR      |
| May -16 | Cloud Equity Group            | US      | CloudAccess.net, LLC                | US      |
| Feb -16 | Main Capital Partners         | NL      | Denit Hosting Solutions B.V.        | NL      |
| Nov -15 | Aurelius AG                   | DE      | COLT S.A. - Managed Cloud business  | LU      |
| Jul -15 | IFC                           | US      | NxtGen                              | SG      |
| Jun -15 | Waterland Private Equity      | NL      | Intelligent Group                   | BE      |
| May -15 | The Carlyle Group             | US      | Telvent Global Services             | ES      |
| Apr -15 | ATP Private Equity Partners   | US      | One.com A/S                         | DK      |
| Mar -15 | Crestview Partners LP         | US      | Interoute Communications            | UK      |
| Feb -15 | Waterland Private Equity      | NL      | PaasPlaza                           | NL      |
| Jan -15 | Waterland Private Equity      | NL      | Jitscale                            | NL      |
| Nov -14 | Isatis Capital / NextStage    | FR      | Ecritel                             | FR      |
| Jul -14 | Vitruvian                     | US      | ASP4All                             | NL      |
| Jun -14 | Oak Hill Partners             | US      | Pulsant                             | UK      |
| Jun -14 | Ardian                        | FR      | Ikoula                              | FR      |
| May -14 | Naxicap Partners              | FR      | Jaguar Network                      | FR      |
| Mar -14 | Broad Horizon                 | NL      | Multrix                             | NL      |
| Dec -13 | Little John & Co              | US      | Hostway                             | US      |
| Jul -13 | Cinven                        | UK      | Host Europe                         | DE      |
| Jun -13 | Broad Horizon                 | NL      | Trueserver                          | NL      |
| May -13 | LDC                           | UK      | Node4                               | UK      |
| May -13 | Keensight Capital             | FR      | Oodrive                             | FR      |
| May -13 | GMT / VSS                     | UK/US   | IT-Ernity                           | NL      |
| Dec -12 | Abry Partners                 | US      | Basefarm                            | NO      |
| Sep -12 | Institut Lorrain de Particip. | FR      | Adista                              | FR      |
| Nov -11 | Oakley                        | UK      | Intergenica                         | DE      |
| Nov -11 | Warburg Pincus                | US      | Endurance                           | US      |
| Sep -11 | Lyceum Capital                | UK      | Adapt Group                         | UK      |
| Sep -11 | HGCapital                     | UK      | Netnames Group                      | UK      |
| Aug -11 | Darwin PE                     | UK      | Attenda                             | UK      |
| Jul -11 | KKR, Silverlake, TCV          | US      | GoDaddy                             | US      |
| May -11 | Oak Hill Capital              | US      | Intermedia                          | US      |
| Apr -11 | LDC                           | UK      | UK2                                 | UK      |
| Nov -10 | Bridgepoint                   | UK      | Pulsant                             | UK      |
| Sep -10 | Montagu                       | UK      | Host Europe                         | DE      |
| Sep -10 | Silverlake                    | US      | Locaweb                             | BR      |
| Mar -10 | Scottish Equity Partners      | UK      | Control Circle                      | UK      |

Source: Capitalmind transaction database

## Telecom deals

Telecom companies are also active acquirers in the hosting market, targeting several large hosting businesses since 2011 (see Table 4). Indeed, the telecom industry is at a crossroads. Traditional high margin products such as voice and SMS have evaporated and new services such as mobile broadband, the Cloud, information and communications technology (ICT) services, machine-to-machine (M2M), social media and m-advertising are rising in prominence, and will determine the future market landscape.

Significant investment in the hosting space has therefore occurred and telecom companies are likely to be key players in future sector consolidation. Most telecom companies prefer the domain name segment, and web hosting in particular, due to the similarities with their own business models.

**Table 4: Selection of Deals Involving Telecom Companies and Hosting Targets**

| Date    | Acquirer          | Country | Target           | Country |
|---------|-------------------|---------|------------------|---------|
| Nov -16 | Windstream        | US      | Earthlink        | US      |
| Jul -15 | KPN               | NL      | IS Group         | NL      |
| May -15 | Daisy Group       | UK      | Phoenix IT Group | UK      |
| Jan -15 | Orange            | FR      | Cloutwatt        | FR      |
| Aug -14 | KPN               | NL      | Argeweb          | NL      |
| Dec -12 | Cogeco            | CA      | Peer1 Hosting    | CA      |
| Jun -11 | Telefonica        | ES      | Acens            | ES      |
| Feb -11 | Time Warner Cable | US      | Navisite         | US      |

Source: Capitalmind transaction database

## Hosting deals

Acquisition activity between peer hosting companies has also been a key driver of consolidation activity, as buyers seek to realise economies of scale, improved offerings and international expansion. Despite a high level of M&A activity, the market remains relatively fragmented and more consolidation is expected in the coming months and years. This is also because the Cloud is still an emerging market in many parts of the world, and therefore has significant untapped potential.

**Table 5: Selection of Acquisition Deals Involving Hosting Companies Acquiring Sector Peers**

| Date    | Acquirer                 | Country | Target                            | Country |
|---------|--------------------------|---------|-----------------------------------|---------|
| Jun -17 | Basefarm                 | NO      | Unbelievable Machine              | DE      |
| Mar -17 | Denit Hosting Solutions  | NL      | Dutch Cloud                       | NL      |
| Dec -16 | United Internet          | DE      | Strato                            | DE      |
| Dec -16 | GoDaddy                  | US      | Host Europe                       | UK      |
| Dec -16 | Oxilion                  | NL      | Business Hosting                  | NL      |
| Aug -16 | Datapipe                 | US      | Adapt                             | UK      |
| Jul -16 | Claranet                 | UK      | Ardenta                           | UK      |
| Jul -16 | Host Europe              | UK      | Daily Internet Services           | UK      |
| Apr -16 | Host Europe              | UK      | Paragon Internet Group            | UK      |
| Apr -16 | Host Europe              | UK      | MCS Moorbek Comp. Syst. & Open IT | DE      |
| Apr -16 | Six Degrees Techn. Group | UK      | Carrenza Limited                  | UK      |
| Apr -16 | KPN Interned Services    | NL      | Redbee                            | NL      |
| Mar -16 | Leaseweb                 | NL      | Nobis Technology Group, L.L.C.    | US      |
| Jan -16 | Oceanet Technology       | FR      | NBS Sytem                         | FR      |

Source: Capitalmind transaction database

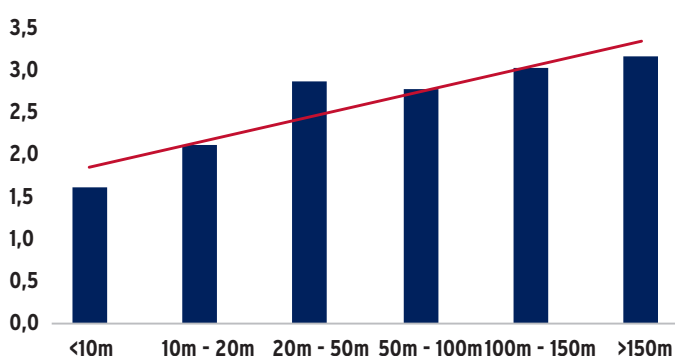
## Motivations behind acquisitions

When assessing non-PE transactions only, it is clear that motivations for acquisitions typically include improving buyers' offerings (for example, the purchase of a Cloud hosting firm by a managed hosting firm), and creating additional scale (see Figure 7). International expansion is also a factor, albeit to a lesser extent.

## Valuation of acquisitions

In order to determine average valuations paid by acquirers between 2010 and 2017YTD, Capitalmind analysed more than 300 hosting deals and segmented these transactions by size

Figure 6: Average Revenue Multiple by Size of Target



Source: Capitalmind transaction database, deal announcements & annual reports of various buyers (N=302). Revenues in \$m.

Taking the analysis a step further and splitting the acquisitions between those carried out by PE firms and strategic buyers, it is evident PE firms generally execute larger transactions and also tend to pay higher multiples for these deals (see Table 6).

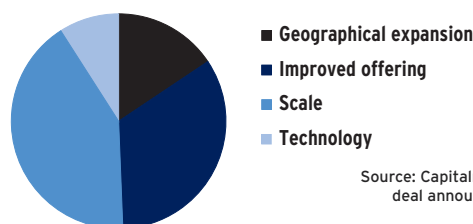
Several companies mentioned in this report are listed on the stock market. Table 7 shows the average valuation of this peer group of companies. Over time, PE investors are investing around the average trailing twelve months (TTM) valuation of this peer group.

Table 7: Average Valuations for Listed Companies

| Trading multiple analysis per 31/8/17  |       |        | Revenue |       |       | EBITDA |       |       | EV/Revenue |       |       | EV/EBITDA |       |       |
|--|-------|--------|---------|-------|-------|--------|-------|-------|------------|-------|-------|-----------|-------|-------|
| Company                                | Price | EV     | 2016A   | 2017E | 2018E | 2016A  | 2017E | 2018E | 2016A      | 2017E | 2018E | 2016A     | 2017E | 2018E |
| United Internet AG                     | 50,1  | 11.760 | 3.949   | 4.176 | 4.616 | 834    | 935   | 1.071 | 2,8x       | 2,5x  | 2,4x  | 14,1x     | 12,6x | 11,0x |
| Internap Corporation                   | 3,8   | 704    | 283     | 237   | 235   | 61     | 74    | 77    | 3,0x       | 3,0x  | -     | 11,6x     | 9,5x  | 9,2x  |
| Endurance International Group Holdings | 6,5   | 2.610  | 1.053   | 981   | 999   | 218    | 278   | 285   | 2,7x       | 2,6x  | 2,5x  | 12,0x     | 9,4x  | 9,2x  |
| GoDaddy Inc.                           | 37,7  | 6.517  | 1.751   | 1.864 | 2.133 | 199    | 451   | 559   | -          | -     | 2,7x  | -         | 14,4x | 11,7x |
| iomart Group plc                       | 3,4   | 380    | 96      | 105   | 107   | 41     | 38    | 43    | -          | -     | -     | 9,3x      | 9,9x  | 8,8x  |
| Dada S.p.A.                            | 4,4   | 99     | 64      | 67    | 71    | 8      | 12    | 13    | 1,5x       | 1,4x  | 1,3x  | 12,7x     | 8,2x  | 7,5x  |
| Web.com Group, Inc.                    | 21,3  | 1.468  | 673     | 634   | 660   | 122    | 161   | 173   | 2,3x       | 2,2x  | 2,1x  | 11,8x     | 8,0x  | 7,3x  |
| Average                                |       |        |         |       |       |        |       |       | 2,4x       | 2,4x  | 2,2x  | 11,9x     | 10,3x | 9,2x  |
| Private Equity M&A                     |       |        |         |       |       |        |       |       | 2,5x       |       |       | 9,7x      |       |       |
| Strategic M&A                          |       |        |         |       |       |        |       |       | 2,4x       |       |       | 9,4x      |       |       |

Source: Capitalmind

Figure 5: Reasons for Acquisitions Involving Non-PE Participants



Source: Capitalmind transaction database, deal announcements & annual reports of various buyers (N=302).

(using revenue and EBITDA ranges). As Figures 5 and 6 show, there is a clear trend between the size of the target and the multiple a buyer is willing to pay for that target.

Figure 7: Average EBITDA Multiple by Size of Target

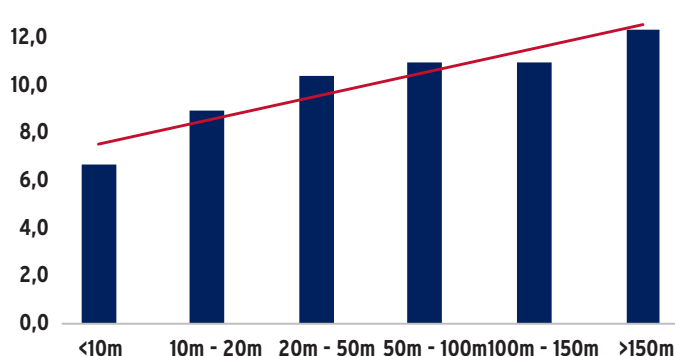


Table 6: Average Deal Multiples Paid by Strategic and PE Buyers

|           | EV / LTM Revenue | EV / LTM EBITDA | Size* |
|-----------|------------------|-----------------|-------|
| PE        | 2,5x             | 9,7x            | 150,7 |
| Strategic | 2,4x             | 9,4x            | 114,6 |

\*Size defined in revenues & U.S. Dollars million

Source: Capitalmind

## Future M&A prospects

The hosting sector is likely to remain an active M&A market in the coming months and years. The market is relatively fragmented and the sector is large. Strategic buyers are likely to further consolidate their market position by continuing with their acquisition strategies. Ultimately, the 'end-game' seems to be in the hands of large telecom providers that have scooped up the largest players in the industry over the past few years.

**Selection of Capitalmind Hosting deals**

The grid displays the following deals:

- Card 1:** ASP4ALL and bitbrains (Partly sold to British PE firm) / VITRUVIAN PARTNERS
- Card 2:** is internedservices (Acquired) / wideXS
- Card 3:** PINS (Merged with) / is internedservices
- Card 4:** is internedservices (Acquired) / redbee and 42
- Card 5:** is internedservices (Acquired) / nxs betrouwbare hosting
- Card 6:** ASP4ALL (Merged with) / bitbrains
- Card 7:** is internedservices (Acquired) / NETGROUND
- Card 8:** ASP4ALL (Acquired) / MCOM and VolkerWessels

**If you would like to discuss this report in more detail or opportunities for your business, please get in touch**



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**Capitalmind has extensive experience in advising Hosting deal**

In the recent years, we have successfully closed more than 10 (international) hosting deals. We can help you achieve your strategic ambitions, assembling highly experienced local teams with sectorial expertise, as well as a wide array of financing options.



## Smart advice, by your side, worldwide



Capitalmind is one of the largest independent corporate finance advisory firms in Europe, owned by its partners. Since 1999 we have provided unbiased advice to mid-market companies, entrepreneurs, (private equity) investors and large corporates on selling, buying and financing businesses all over the world, and in the following sectors:

- 200+ closed transactions in the last 5 years - 500+ since 1999
- Worldwide access to strategic/financial players and likely buyers
- Team of 60 experienced professionals in Europe; plus 300 worldwide, via our international partnership
- European Headquartered advisory firm, with offices in Benelux, France, Germany & the Nordics
- We have received numerous awards



BUSINESS SERVICES



CONSUMER



FOOD & AGRO



HEALTHCARE



INDUSTRIALS



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