



GLOBAL HR TECH REPORT

INDUSTRY UPDATE
Q1 2025

NEW YORK | LONDON | MUNICH | PARIS | SAN FRANCISCO
LOS ANGELES | BERLIN | DUBAI



DRAKE STAR AT A GLANCE

WHY OUR CLIENTS CHOOSE US



100% TECH-FOCUSED

Deep sector expertise in 8 core tech verticals



LEADER IN MID-MARKET TECH INVESTMENT BANKING

Only independent boutique in global top 10*



INDEPENDENT AND PARTNER-LED

Partner-owned investment bank with an entrepreneurial team



EXTENSIVE M&A AND CORPORATE FINANCE EXECUTION SKILLS

Executing a wide range of transactions including Strategic M&A, PE Buyouts, Private Placements, Buy Side, and Carve Outs deals



GLOBAL REACH COMBINED WITH LOCAL PRESENCE

One of the largest tech teams with over 100 professionals in the US, Europe and Middle East



STRONG TRANSACTION TRACK RECORD

Over 500 transactions completed incl. numerous tech landmark deals

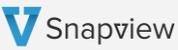


RECOGNIZED BY THE INDUSTRY

- 10x investment bank of the year
- 41x deal of the year
- 6x leadership awards

OUTSTANDING TRACK RECORD

SELECTED HR TECH TRANSACTIONS

 <small>INVESTIGATIVE EXCELLENCE SINCE 1953</small> MAJORITY RECAP now known as 	 MAJORITY RECAP BY 	 SALE TO 	 MAJORITY RECAP BY 	 SALE TO 	 MAJORITY RECAP BY 	 MAJORITY RECAP BY 	 SALE TO 
 SALE TO  <small>Portfolio company of</small> 	 SALE TO  <small>Portfolio company of</small> 	 SALE TO 	 SALE TO  <small>Portfolio company of</small> 	 MAJORITY RECAP BY 	 SALE TO 	 SALE TO 	 <small>IntelliCorp</small> SALE TO 
 SALE TO 	 <small>American Management Association</small> DIVESTURE OF AMACOM TO  <small>A subsidiary of</small> 	 SALE TO  <small>a portfolio company of</small> 	 PRIVATE PLACEMENT 	 <small>the learning touch</small> PRIVATE PLACEMENT 	 PRIVATE PLACEMENT 	 PRIVATE PLACEMENT 	 IPO*

* Deals executed by Partners of Drake Star

DRAKE STAR HR TECH TEAM

GLOBAL EXPERTISE WITH LOCAL PRESENCE



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AT A GLANCE

2024 CLOSED WITH STRONG MARKET TRACTION AND APPEALING
OUTLOOK FOR 2025

900+

HR Tech transactions
globally in 2024

\$10.5bn

Invested equity in HR Tech
globally in 2024 (disclosed values)

\$44.2bn

Global expected HR Tech
market volume in 2025e

+9.4%

Expected annual global market
growth until 2029e

HR TECH DEAL INSIGHTS

PAYCHEX ANNOUNCES ACQUISITION OF PAYCOR



\$4.1bn

Deal Size

January 7th, 2025

Deal Announcement



The acquisition will strengthen Paychex's position in the HCM market and expand its offerings, particularly for large enterprises



The acquisition is expected to generate cost synergies of over \$80 million in the short term and significant sales synergies in the future

Paycor

1990

Cincinnati, OH

~2,900

\$736.7m¹

Paycor HCM provides payroll and human capital management solutions to small and midsize clients in the United States via a SaaS model

PAYCHEX

1971

Rochester, NY

~16,500

\$5.5bn¹

Paychex is a leading provider of payroll, HCM, and insurance solutions servicing small and midsize clients primarily in the United States



John Gibson
CEO of
PAYCHEX

“ I’m excited to welcome Paycor to the Paychex family. This acquisition represents a significant milestone in our journey to provide best-in-class HCM solutions to businesses of all sizes. ”

PAYCHEX Share Price Development

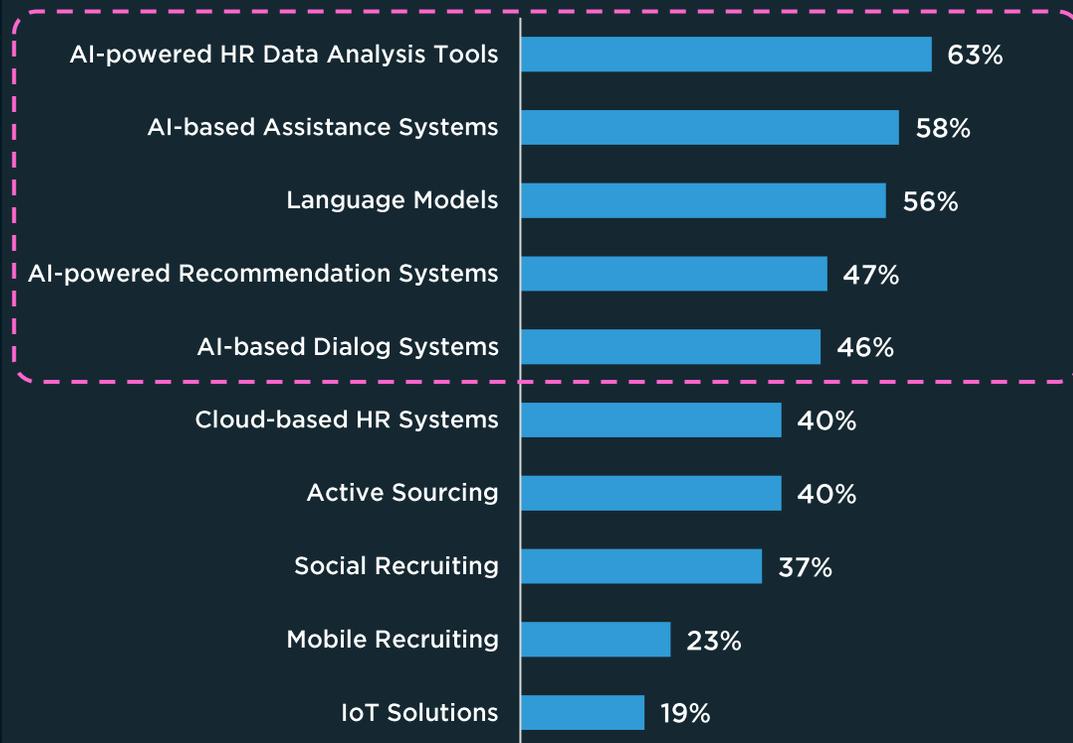


1) As of Feb 10, 2025

DRAKE STAR MARKET INSIGHTS

KEY HR TECHNOLOGY TRENDS SHAPING THE FUTURE OF HR TEAMS AND EMPLOYEES

Top 10 most relevant HR Tech trends in the upcoming years according to leading industry experts



63% of experts view **AI-powered HR data analytics tools** as highly relevant, **supporting reporting and evidence-based decision-making**



AI-based assistant systems (e.g., cobots, language models) are valued for improving efficiency in routine tasks like text formulation



Notably, the **technologies rated as most relevant** are those **that primarily assist HR departments with routine activities** (e.g. reporting and correspondence)

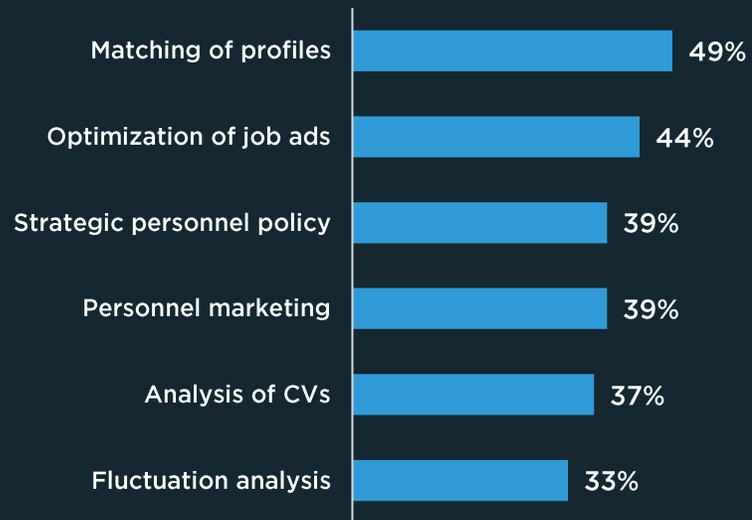


Also, **recruiting technologies** will play a big role in the next years as **many companies have not yet sufficiently transformed their recruiting processes as these approaches require continuous care, time and skills**, despite the shortage of skilled labour

DRAKE STAR MARKET INSIGHTS

AREAS OF FOCUS AND OBJECTIVES FOR IMPLEMENTING NEW HR TECHNOLOGIES

Areas of HR work in which organizations will increasingly use new technologies according to leading industry experts



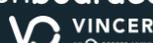
Results show the expectation that new technologies can not only **increase the attractiveness for applicants**, but also **strengthen the long-term loyalty of employees** to the company

What are the main goals companies want to achieve by using HR Tech in everyday HR work?



DRAKE STAR MARKET INSIGHTS

MOST ACTIVE PE-BACKED CONSOLIDATORS IN HR TECH (2020 – Q1 2025)

Strategic Consolidators	PE Sponsors	Deal Count	Acquisitions
	  	16	               
	  	13	           
	   	8	       
	   	4	   
	 	4	   

DRAKE STAR MARKET INSIGHTS

MOST ACTIVE PUBLIC CONSOLIDATORS IN HR TECH (2020 – Q1 2025)

Strategic Consolidators	Deal Count	Acquisitions
	6	     
	5	    
	5	    
	3	  
	3	  

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- 34 ▶ ABOUT DRAKE STAR

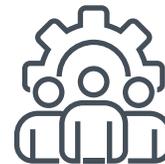
DRAKE STAR'S HR TECH UNIVERSE

COVERING THE ENTIRE VALUE CHAIN



Talent Acquisition

Sourcing
Recruitment Marketing
Selection
Suite/Engagement
Onboarding



Human Capital Management

HRIS/Payroll
Benefits
Workforce Management
Contingent Labor



Talent Management

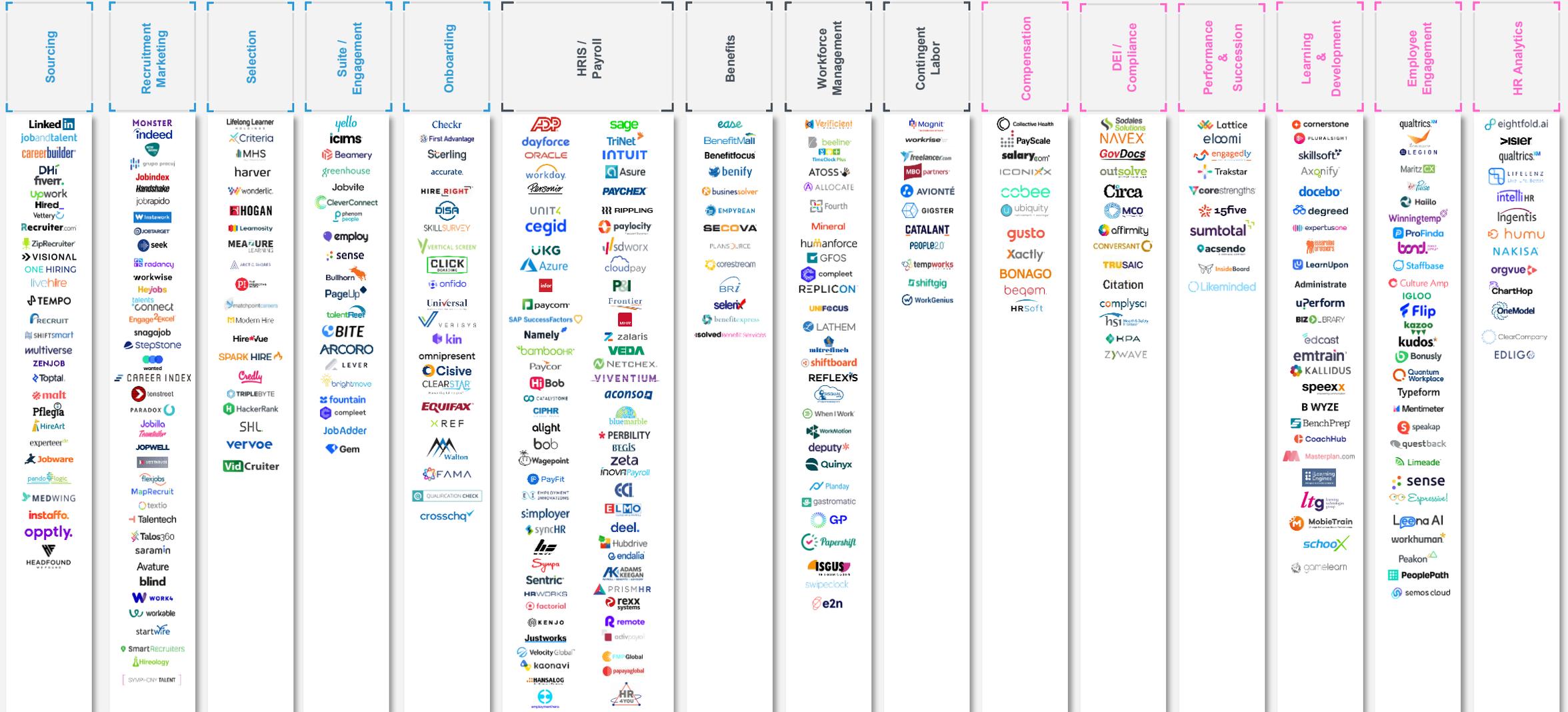
Compensation
DEI/Compliance
Performance & Succession
Learning & Development
Employee Engagement
HR Analytics

REPRESENTATIVE HR TECH MARKET LANDSCAPE

TALENT ACQUISITION

HUMAN CAPITAL MANAGEMENT

TALENT MANAGEMENT



CAPITAL MARKET ENVIRONMENT

LAST 25 MONTHS SHARE PRICE PERFORMANCE



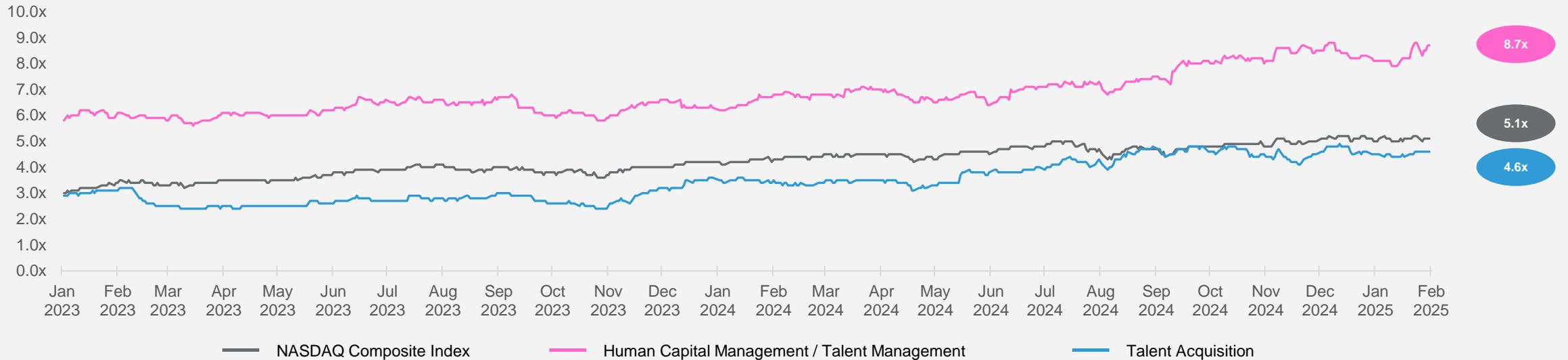
TALENT ACQUISITION

HUMAN CAPITAL MANAGEMENT / TALENT MANAGEMENT

Sources: Capital IQ as of 31.01.2025 (equally weighted; avg.); (1) Announced to be acquired by Paychex on 7. January 2025

CAPITAL MARKET ENVIRONMENT

LAST 25 MONTHS EV/NTM REVENUE



TALENT ACQUISITION

- RECRUIT
- ZipRecruiter
- VISIONAL
- upwork
- fiverr.
- grupa pracuj
- seek
- EQUIFAX
- First Advantage

HUMAN CAPITAL MANAGEMENT / TALENT MANAGEMENT

- ADP
- ORACLE
- ATOSS
- dayforce
- SAP
- workday.
- paycom
- Paycor
- docebo
- PAYCHEX
- paylocity
- Sage
- trinet
- ltg learning technologies group

Sources: Capital IQ as of 31.01.2025 (equally weighted; avg.)

CAPITAL MARKET ENVIRONMENT

LAST 25 MONTHS EV/NTM EBITDA



TALENT ACQUISITION

HUMAN CAPITAL MANAGEMENT / TALENT MANAGEMENT

Sources: Capital IQ as of 31.01.2025 (equally weighted; avg.)

QUARTERLY PERFORMANCE OF DRAKE STAR HR TECH INDICES

CAPTURING THE LAST EIGHT QUARTERS

		Q1 2023	Q2 2023	Q3 2023	Q4 2023	Q1 2024	Q2 2024	Q3 2024	Q4 2024
Talent Acquisition Index	Share ⁽¹⁾ Price	7.5%	(0.7%)	(8.2%)	25.3%	(4.7%)	(5.7%)	11.0%	3.0%
	INDEX ⁽²⁾	108	107	98	123	117	110	123	126
Human Capital Management / Talent Management Index	Share ⁽¹⁾ Price	11.5%	3.9%	(2.1%)	7.5%	8.5%	(13.3%)	13.2%	4.3%
	INDEX ⁽²⁾	112	116	113	122	132	115	130	135
NASDAQ Composite Index	Share ⁽¹⁾ Price	17.7%	12.8%	(4.1%)	13.6%	9.1%	8.3%	2.6%	6.2%
	INDEX ⁽²⁾	118	133	127	145	158	171	175	186

- In the fourth quarter, the HCM/Talent Management index continued to grow by 4.3%. With Paycor, Paycom and Paylocity increasing their share price by more than 20%, reflecting the strong tailwinds in the payroll industry driven by the increasing adoption of cloud-based payroll solutions and large companies further streamlining payroll and tax filing services to ensure efficient workforce management.
- The Talent Acquisition index continued its positive momentum in Q4, with Upwork and Fiverr showing impressive 59% and 31% share price gains, respectively, driven by strategic expansions into AI-powered hiring solutions, reflecting strong demand for freelance and flexible workforce solutions. Conversely, ZipRecruiter and Equifax struggled, falling -24% and -12% respectively, due to weaker than expected hiring trends and disappointing earnings reports, reflecting broader volatile labour demand.

1) Performance today vs. end of previous quarter 2) Indexed to 100 in Q4 2022

Sources: Capital IQ as of 31.12.2024. The Drake Star HR Tech Index is not a fund. The "index" is a number of global public HR Tech companies Drake Star tracks.

HR TECH M&A & PRIVATE PLACEMENT ACTIVITY

DEVELOPMENT OVER THE LAST FOUR QUARTERS

M&A



54
M&A transactions in Q4 2024

\$1.2bn
largest disclosed deal in Q4 2024 (WorkForce Software)

47%
European share of global deal making in Q4 2024

PRIVATE PLACEMENTS



148
private placements in Q4 2024

\$100m
largest funding round in Q4 2024 (OnPay)

28%
European share of global deal making in Q4 2024

Sources: Pitchbook

NOTABLE HR TECH M&A DEALS IN Q4 2024

 Dec 03, 2024




EV: n.a.




Pay Human Group was acquired by HR Path, with the backing of its financial sponsors Ardian and SocGen

- Pay Human Group offers recruitment and HR solutions, streamlining payroll, taxes, benefits, and workforce management
- With the addition of the Pay Human Group, HR Path is now able to enhance its presence in Latin American market

 Oct 22, 2024





EV: \$650m

PageUp was acquired by BPEA, a fund of EQT Private Capital Asia

- Developer of a cloud-based HR platform for recruitment, onboarding, performance, succession planning, and analytics
- The acquisition of PageUp enables EQT to utilize its expertise to drive product innovation and accelerate the global expansion of talent management software

 Oct 15, 2024




EV: \$1.2bn

WorkForce Software was acquired by ADP

- Developer of a cloud-based workforce management platform intended to deliver real-time insights backed by pre-packaged domain expertise
- The acquisition will expand ADP's global workforce management solutions offering and enable future innovation in the space

 Oct 14, 2024




EV: \$30m

Xref Ltd was acquired by Seek (Human Capital Services)

- Xref Ltd is a human resources technology company automating recruitment checks, engagement surveys, and exit interviews
- With the acquisition of Xref, Seek has expanded its product offerings to better address customer needs

 Oct 03, 2024






EV: n.a.

Rex+ was acquired by Visma with the backing of its financial sponsors Hg and TPG

- Rex+ is a developer of a HR management software that streamlines employee data, payroll, attendance, and compliance tasks
- With the acquisition of Rex+ Group, Visma extends its HR portfolio in Latin America and strengthens its position in this market

Talent Acquisition

Human Capital Management

Talent Management

Sources: Pitchbook, Mergermarket, Capital IQ, DS Research

NOTABLE HR TECH PRIVATE PLACEMENTS IN Q4 2024

 Dec 18, 2024

 Undisclosed investors
Deal Size: \$46m

 Dec 05, 2024

  Investing more than capital.
Deal Size: \$100m

 Dec 01, 2024

 
Deal Size: n.a.

 Nov 18, 2024

  
Deal Size: \$31m

 Nov 11, 2024

 
Deal Size: n.a.

Benevity raised development funding from undisclosed investors

- Developer of corporate social responsibility (CSR) and employee engagement software designed to empower socially conscious brands
- The funds will be used to enhance client services, drive product innovation, and expand mobile capabilities

OnPay raised Series B venture funding from Carrick Capital Partner

- Developer of payroll management and compliance software designed to provide low-cost services to businesses
- The funds will be used to expand offerings and drive impactful growth for businesses that rely on payroll and HR

Collective Health raised venture funding from MSA Novo

- Developer of a cloud-based self-insurance platform designed to improve healthcare for employers and their employees
- The raised funds will be used to scale Collective Health's technology platform

Thalamus raised venture funding from START EQUITY VENTURES and Wahed Ventures

- Developer of a cloud-based interview management platform designed to provide graduate medical education training programs
- The funds will be used to enhance technology development, expand sales and marketing efforts

Oyster raised venture funding from ServiceNow Ventures

- Developer of a distributed talent enablement platform designed to make it possible for companies everywhere to hire people anywhere
- The funds will be used to expand operations and the company's development efforts

Talent Acquisition

Human Capital Management

Talent Management

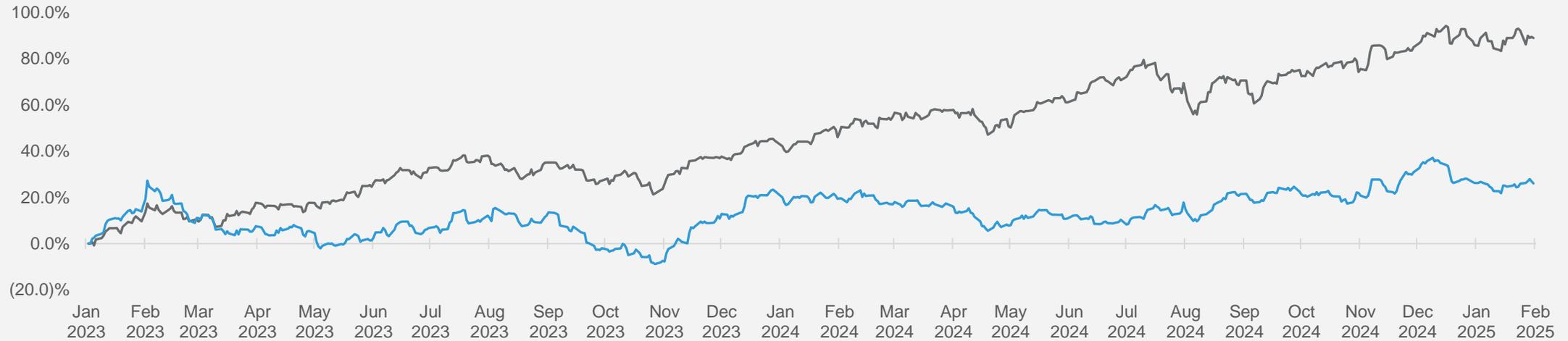
Sources: Pitchbook, Mergermarket, Capital IQ, DS Research

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CAPITAL MARKET ENVIRONMENT

LAST 25 MONTHS SHARE PRICE PERFORMANCE

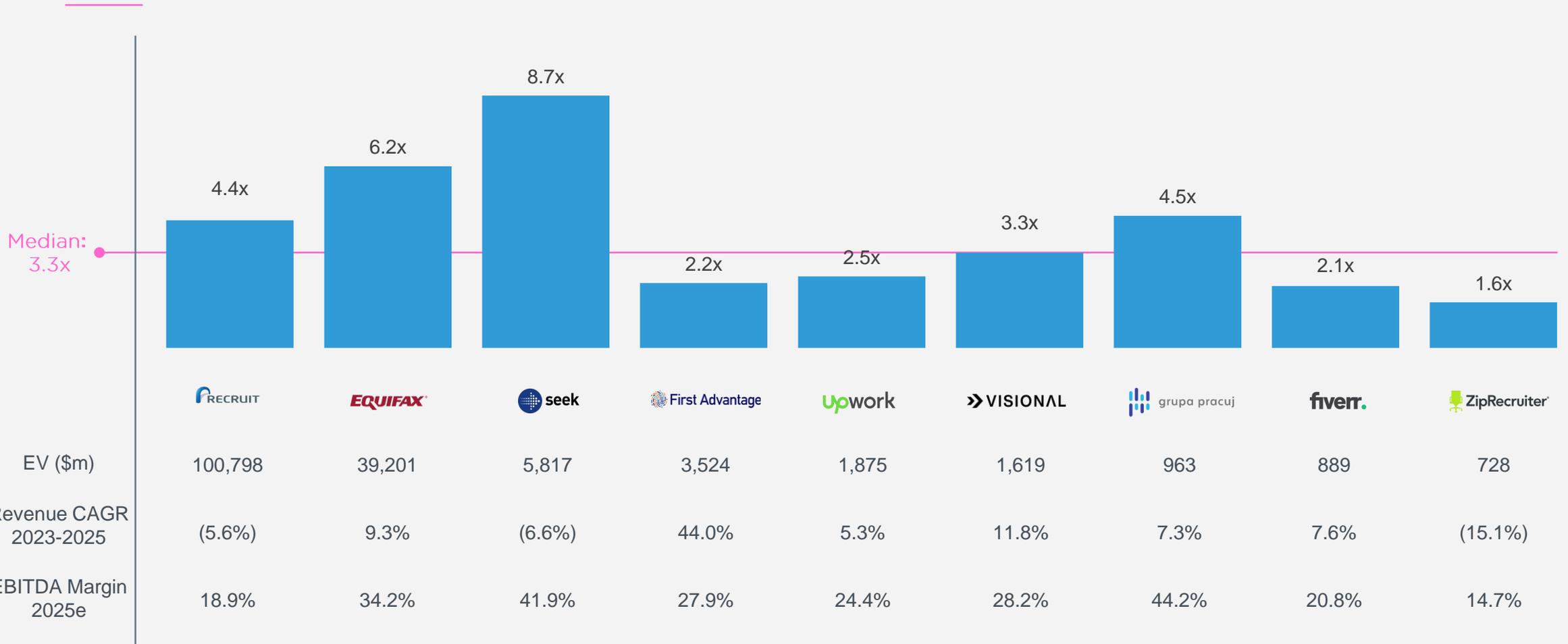


TALENT ACQUISITION

Sources: Capital IQ as of 31.01.2025 (equally weighted; avg.)

CAPITAL MARKET ENVIRONMENT – TALENT ACQUISITION

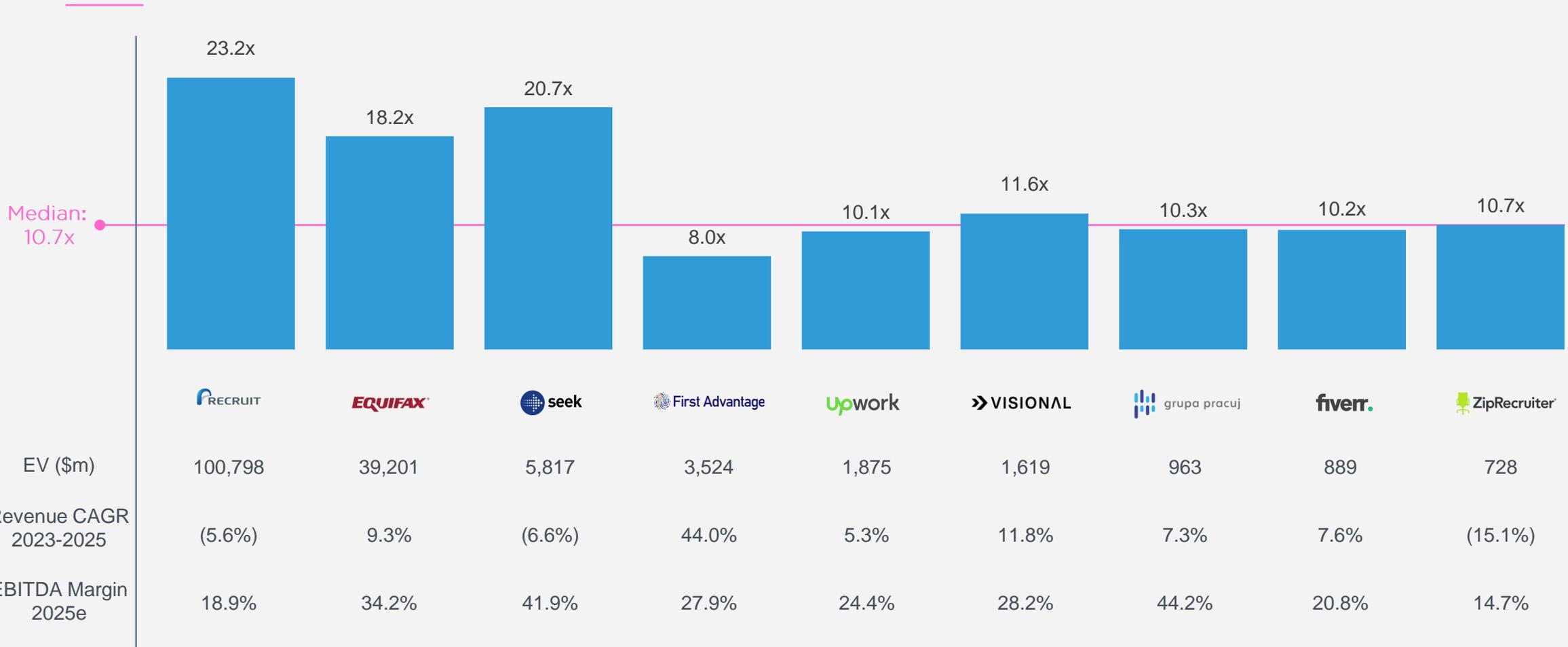
EV/REVENUE 2025E



Sources: Capital IQ as of 31.01.2025

CAPITAL MARKET ENVIRONMENT – TALENT ACQUISITION

EV/EBITDA 2025E



Sources: Capital IQ as of 31.01.2025

SELECTED M&A DEALS IN Q4 2024 – TALENT ACQUISITION

 Dec 13, 2024

EV: n.a.

 Nov 21, 2024


EV: n.a.

 Nov 04, 2024

EV: n.a.

 Oct 16, 2024

EV: n.a.

 Oct 02, 2024

EV: n.a.

PitchYou was acquired by Talentsconnect

- Developer of a platform with WhatsApp interviews, direct chat, and customizable questionnaires to simplify hiring
- The acquisition of PitchYou boosts Talents Connect's applicant communication and direct-to-talent recruiting

OnlineResults was acquired by Zvoove, with the backing of its financial sponsor LEA Partners

- Provider of recruitment marketing services, including ads, social media, and SEO
- The acquisition of Online Results strengthens Zvoove's SaaS offerings with advanced recruitment marketing and additional platforms

CareLoop was acquired by Klett Gruppe

- Developer of an online recruiting platform to address the shortage of nurses
- The Klett Group acquired CareLoop to streamline international nurse integration and tackle Germany's workforce shortage

Teaminside was acquired by B & Capital

- Provider of digital talent recruitment, connecting businesses with experts for short- and long-term digital transformations
- B & Capital acquired Teaminside to boost growth, enhance Data & Product capabilities, and support global expansion

Jobtip was acquired by Talentech, with the backing of its financial sponsor Verdane

- Developer of an online recruitment platform matching businesses with candidates through social headhunting and targeted campaigns
- The acquisition of Jobtip strengthens Talentech's market position, solidifying its status as a market leader

SELECTED PRIVATE PLACEMENTS IN Q4 2024 – TALENT ACQUISITION

  <p>Dec 12, 2024</p> <p>Deal Size: \$14m</p>	 <p>Dec 06, 2024</p> <p>Undisclosed investors</p> <p>Deal Size: \$11m</p>	  <p>Dec 05, 2024</p> <p>Deal Size: \$4m</p>	  <p>Dec 02, 2024</p> <p>Deal Size: n.a.</p>	  <p>Nov 01, 2024</p> <p>Deal Size: n.a.</p>
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Askable Series A venture funding from Airtree Ventures

- Developer of a UX testing platform that automates participant screening, scheduling, and attendance
- The funds will scale on-demand research, invest in new technology, and expand global talent to support enterprise innovation

onDiem raised venture funding from undisclosed investors

- Developer of a healthcare staffing platform connecting professionals to flexible job opportunities
- The funds will be used to strengthen the platform's features and drive market expansion

Talentium raised seed funding from EQT Ventures

- Developer of a hiring platform designed to discover and connect with suitable candidates
- The funds will be used to continue international expansion and to further develop the next-generation AI-powered recruitment platform together with customers

Hunteed joined Luxembourg-City Incubator

- Operator of a recruitment platform intended to connect enterprises and consultants together
- Hunteed joined the Luxembourg incubator to accelerate its growth and establish itself as a key player in the recruitment sector

JobGet raised development capital from Flow Capital

- Operator of a job discovery platform intended to facilitate and simplify the recruitment process
- The funds will be used to accelerate JobGet's growth, enhance its platform, and expand its market presence in the HR tech space

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CAPITAL MARKET ENVIRONMENT

LAST 25 MONTHS SHARE PRICE PERFORMANCE



HUMAN CAPITAL MANAGEMENT / TALENT MANAGEMENT

























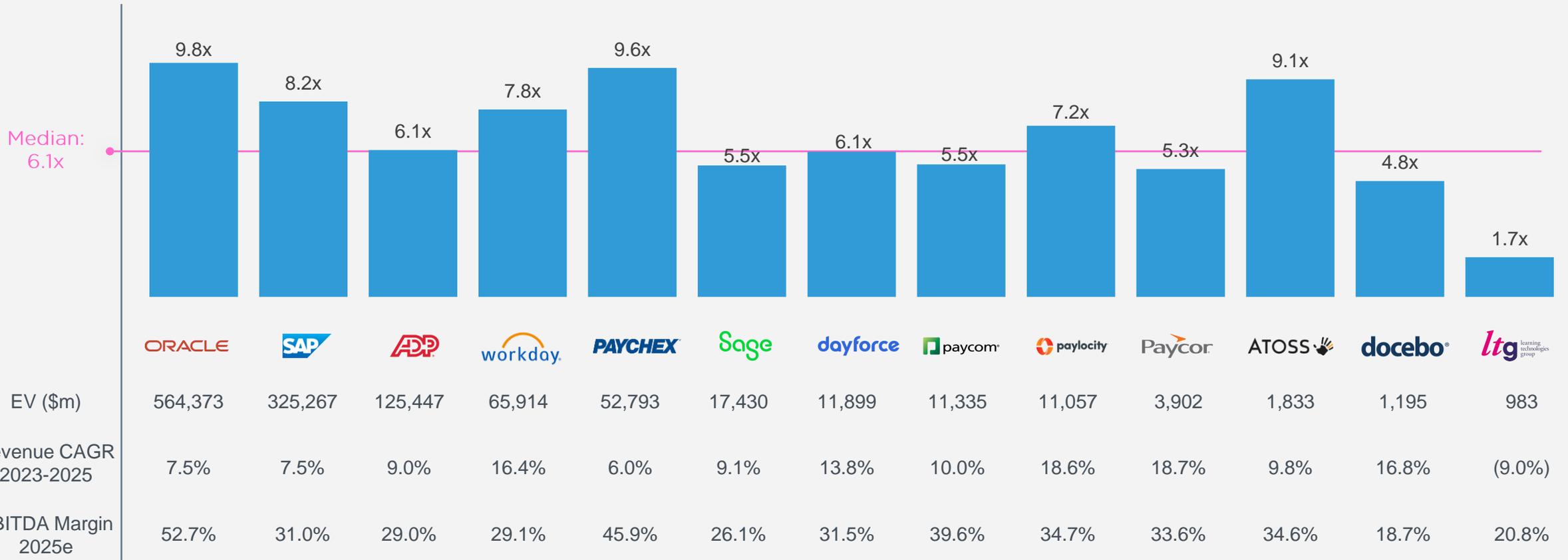




Sources: Capital IQ as of 31.01.2025 (equally weighted; avg.)

CAPITAL MARKET ENVIRONMENT – HUMAN CAPITAL MANAGEMENT / TALENT MANAGEMENT

EV/REVENUE 2025E



EV (\$m)	564,373	325,267	125,447	65,914	52,793	17,430	11,899	11,335	11,057	3,902	1,833	1,195	983
Revenue CAGR 2023-2025	7.5%	7.5%	9.0%	16.4%	6.0%	9.1%	13.8%	10.0%	18.6%	18.7%	9.8%	16.8%	(9.0%)
EBITDA Margin 2025e	52.7%	31.0%	29.0%	29.1%	45.9%	26.1%	31.5%	39.6%	34.7%	33.6%	34.6%	18.7%	20.8%

Sources: Capital IQ as of 31.01.2025

SELECTED M&A DEALS IN Q4 2024 - HUMAN CAPITAL MANAGEMENT

 Nov 15, 2024

 
 EV: n.a. 

 Nov 12, 2024

 
 EV: n.a. 

 Oct 29, 2024

 
 EV: \$115m⁽¹⁾  

 Oct 21, 2024

 
 EV: n.a.

 Oct 01, 2024

 
 EV: \$141m  

SnagAJob was acquired by JobGet, with the backing of its financial sponsor Flow Capital

- SnagAJob developed a job search platform linking talent with employers and offering workforce management tools
- With the addition of SnagAJob, JobGet is now able to expand its User Base and enhance its services

Nivimu was acquired by Septeo, with the backing of its financial sponsor Hg

- Developer of cloud-based human resources software aimed at digitizing and automating HR processes
- The acquisition of Nivimu strengthens Septeo's ability to deliver more robust products for large enterprises

FingerCheck was acquired by Edison Partners, Columbus Capital and StepStone Group

- FingerCheck is a developer of a cloud-based platform that streamlines HR, payroll, hiring, scheduling, and benefits management for small businesses
- Due to the acquisition, FingerCheck will be able to use the funds to expand operation and its development efforts

Perbility was acquired by Rivean Capital and its management

- Provider of cloud-based HR management software designed for commercial clients
- The acquisition of Perbility aims to enhance its capabilities and develop AI workflows, with Rivean Capital supporting DACH expansion and market growth

Tradify was acquired by Access, with the backing of its financial sponsors Hg and GIC

- Developer of job management software that streamlines field operations, invoicing, and scheduling
- Access acquired Tradify to expand its global ERP offerings and enhance solutions for trades and field-service businesses

Sources: Pitchbook, Mergermarket, Capital IQ, DS Research; (1) \$115m is the amount invested for a control stake

SELECTED PRIVATE PLACEMENTS IN Q4 2024 – HUMAN CAPITAL MANAGEMENT

 Dec 31, 2024  Undisclosed investors Deal Size: n.a.	 Dec 12, 2024   Deal Size: \$13m	 Dec 04, 2024   Deal Size: \$7m	 Oct 15, 2024   Deal Size: \$20m	 Oct 10, 2024    Deal Size: \$15m
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Caju raised venture funding from undisclosed investors

- Developer of an employee benefits tracking platform intended to help employees adjust their benefits according to their needs and company rules
- The funds will be used to scale technology, develop new HR products, and expand into enterprise customers

HQ raised Series B venture funding from Global Brain

- Developer of a cloud-based employee benefit platform designed to streamline management and distribution of employee benefits
- The funds are used for product development and expanding services

Omni HR raised venture funding from Picus Capital

- Operator of a human resource automation platform designed to localize employee management services
- The funds will be used for expansion across the Asia-Pacific region and enhance its product offerings

Elevate raised venture funding from Fin Capital

- Developer of a cloud-based platform designed to provide employee benefits
- The funds will enhance Elevate's AI engine, improve automation, and support product development

Zeal raised Series B venture capital funding from Portage and Cohen Circle

- Developer of a campaign tracking platform designed to automate payroll for hourly workers
- The funds will be used to revolutionize Payroll for Modern Work

SELECTED M&A DEALS IN Q4 2024 – TALENT MANAGEMENT

 Dec 10, 2024

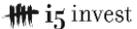
EV: n.a.

 Nov 26, 2024

EV: n.a.

 Oct 24, 2024

EV: n.a.

 Oct 08, 2024

EV: n.a.

 Oct 02, 2024

EV: n.a.

Together was acquired by Absorb, with the backing of its financial sponsor Welsh, Carson, Anderson & Stowe

- Developer of a mentorship platform designed to manage and implement corporate mentorship programs for employees
- The acquisition of Together allows Absorb to integrate mentorship into its LMS, addressing gaps in employee development, enhancing engagement, and strengthening its market leadership

Shatoku was acquired by Money Forward

- Developer of a management platform providing employee benefits like discounts, rentals, and cashback
- The acquisition of Shatoku strengthens Money Forward's offerings and expands its customer base by integrating Shatoku's services

HRForecast was acquired by TalentNeuron, with the backing of its financial sponsor Leeds Equity Partners and i5invest

- Developer of HR analytics software using AI to optimize staffing, training, and workforce strategies
- TalentNeuron acquired HRForecast to integrate workforce planning and global labor market data, creating an end-to-end platform for addressing future talent and skills needs

Progression was acquired by CareerMinds, a subsidiary of Career.io

- Developer of a HR platform that guides career growth through clear pathways, evaluations, and development tracking
- The acquisition of Progression enables CareerMinds to enhance its career development offerings through AI-driven career frameworks, skills tracking, and upskilling solutions

LLUNA was acquired by The Best Answer

- Developer of a workplace analytics platform offering insights to improve employee engagement, performance, and satisfaction
- The acquisition enhances The Best Answer's AI platform, boosting engagement and workplace equity for SMBs

SELECTED PRIVATE PLACEMENTS IN Q4 2024 – TALENT MANAGEMENT

 Dec 02, 2024

AdvantageClub 

Deal Size: \$4m

 Nov 20, 2024

 Taito.ai 

Deal Size: \$3m

 Nov 13, 2024

Deal Size: n.a.

 Oct 25, 2024

Deal Size: \$32m

 Oct 10, 2024

Deal Size: n.a.

Advantage Club received venture funding from Axilor Ventures

- Developer of online employee rewards and recognition platform designed to connect and benefit both the brands and employees
- The funds will be used to enhance AI-powered engagement and expand market presence

Taito.ai raised seed funding from Accel

- Developer of an AI-powered performance enablement platform intended to automate the employee performance management lifecycle
- The funds will be used to expand operations and its development efforts

Intenseye joined Google Cloud Platform

- Developer of an Artificial Intelligence-powered video analytics platform designed to analyze images and videos at the workplace to mitigate accidents
- Intenseye joined Google Cloud to enhance scalability, efficiency, and accuracy of its workplace safety solutions using Google's AI and cloud infrastructure

PeopleOne Health Series B venture funding from GV

- Provider of human well-being management services intended to enhance employee health outcomes and reduce healthcare costs
- The funds will be used to expand in Pennsylvania and Florida, focus on preventive care, and scale operations with local employer partnerships

Rankmi raised Series B venture funding from SoftBank Latin America Fund & Kayyak Ventures

- Developer of a people management platform designed to automate human resource processes
- The funds will be used to accelerate Rankmi's growth, enhance product development, and expand its presence in Mexico and Latin America

AGENDA

- 11 ▶ OVERALL HR TECH MARKET UPDATE
- 21 ▶ TALENT ACQUISITION
- 27 ▶ HUMAN CAPITAL MANAGEMENT / TALENT MANAGEMENT
- 34 ▶ **ABOUT DRAKE STAR**



**Katharina van
Meenen-Röhrig**

Co-CEO



WITH THEIR DEEP UNDERSTANDING OF THE GLOBAL HR TECH MARKET AND THEIR EXTENSIVE GLOBAL REACH AND NETWORK, DRAKE STAR WAS THE PERFECT PARTNER FOR US TO ENTER THE NEXT PHASE OF GROWTH.

WE ABSOLUTELY MADE THE BEST
DECISION WITH DRAKE STAR – THEY
MASTERFULLY PREPARED US AND
HELPED US CONFIDENTLY NAVIGATE
THROUGH THE COUNTLESS
SUBTLETIES AND NUANCES IN A
ONCE-IN-A-LIFETIME TYPE OF
TRANSACTION.



Tom Shieh
CEO





Dr. Ralf Gräßler

CEO

VEDA

DRAKE STAR'S STRONG EXPERTISE IN ALL ASPECTS, 24/7-COMMITMENT, CREATIVITY AND PROFOUND ANALYTIC SKILLS LED US FINALLY TO INVESTCORP AS OUR NEW PARTNER TO FULLY RAISE OUR GROWTH POTENTIAL.

“
WE WERE BLOWN AWAY BY THEIR
KNOWLEDGE OF THE MARKET,
CONNECTIONS TO KEY DECISION
MAKERS IN THE INDUSTRY, THE
QUALITY OF THEIR ANALYSIS AND
WORK PRODUCT, AND THE TEAM’S
DEDICATION.
”



Brian Cameron
CEO
HIREtech

REACTIONS TO OUR HR TECH RESEARCH

INDUSTRY LEADERS ARE FOLLOWING DRAKE STAR'S RESEARCH REPORTS



Alex Kouchev
Lead Product Engineer



Melanie Powell
Marketing Specialist



Kate Graham
*Director
Competitive Intelligence*



Wow, this post really hit the HR Tech bullseye! I couldn't agree more that the future of work lies in technology and talent acquisition



Just downloaded the report. Awesome stuff!



There is a LOT in this report Ralf Philipp Hofmann thank you to you and the team 🚀



cornerstone

ACTIVE MINDSET LEADER IN THE TECH INDUSTRY (1/3)

THOROUGH INDUSTRY KNOWLEDGE

RECENT PANEL DISCUSSIONS, INTERVIEWS AND CONVENTIONS



Managing Partner Ralf Philipp Hofmann and Partner Gaby Silvestris at Bits & Pretzels in Munich



Ralf Philipp Hofmann as speaker at the 2024 Leadership in Dealmaking Summit in New York



Drake Star as sponsor at Unleash World in Paris



Drake Star as sponsor at Zukunft Personal Europe in Cologne



Managing Partner Jim Holzer on the judge panel at Unleash Las Vegas Lightning Round 2023



Managing Partner Michael Metzger on CNBC

ACTIVE MINDSET LEADER IN THE TECH INDUSTRY (2/3)

THOROUGH INDUSTRY KNOWLEDGE



LEADERSHIP IN DEALMAKING SUMMIT PANEL



M&A ADVISOR AWARDS



M&A ATLAS AWARDS



TRUSTED INDUSTRY PARTNER

10x
Bank of the Year

41x
Deal of the Year

THE M&A ATLAS AWARDS
WINNER
Cross-Border M&A Deal of the Year
Envato
2025

THE M&A ATLAS AWARDS
WINNER
Boutique Investment Bank of the Year
Drake Star
2025

THE M&A ATLAS AWARDS
WINNER
USA Deal of the Year Lower-Mid-Markets
Kerr Consulting
2025

THE M&A ADVISOR
AWARD WINNER
M&A Deal of the Year
Aconso
2024

THE M&A ADVISOR
AWARD WINNER
Investment Banker of the Year Europe
Ralf Philipp Hofmann
2024

THE M&A ATLAS AWARDS
WINNER
Boutique Investment Bank of the Year
Drake Star
2024

THE M&A ATLAS AWARDS
WINNER
Europe Deal of the Year
SysEleven
2024

THE M&A ADVISOR
AWARD WINNER
Information Technology Deal of the Year
SysEleven
2023

THE M&A ATLAS AWARDS
WINNER
Deal of the Year Middle Market
2022

THE M&A ADVISOR
AWARD WINNER
Investment Banking Firm of the Year - Europe
2022

For more information on recent awards, consult: maadvisor.com and globalmanetwork.com.

ACTIVE MINDSET LEADER IN THE TECH INDUSTRY (3/3)

THOROUGH INDUSTRY KNOWLEDGE

SELECTED HR TECH RESEARCH



ADP
Alex Kouchev
Lead Product Engineer

“Wow, this really hit the HR tech bullseye! I couldn't agree more that the future of work lies in technology and talent acquisition”



Beamery
Melanie Powell
Marketing Specialist

“Just downloaded the report. Awesome stuff!”

Q&A WITH INDUSTRY LEADERS



Beamery
Abakar Saidov
CEO & Co-Founder

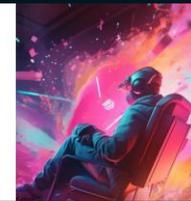


SAP SuccessFactors
SAP
Thomas Otter
Ex-Global VP Product Management



Likeminded
Kimberly Breuer
CEO & Co-Founder

SECTOR RESEARCH



GFOS

MAJORITY RECAPITALIZATION OF A LEADING PROVIDER OF WORKFORCE MANAGEMENT SOFTWARE WITH THE RIVERSIDE COMPANY, A LEADING GLOBAL TECHNOLOGY GROWTH INVESTOR



MAJORITY
RECAPITALIZATION WITH



Riverside.

AND REINVESTMENT BY
MANAGEMENT

KEY VALUE-ADD

- **Majority recapitalization of a leading Workforce Management software provider**
- **Drake Star leveraged its deep industry expertise and comprehensive knowledge to identify the ideal partner**
- **Drake Star achieved an exceptionally successful outcome for the second-generation family shareholders**

Situation & Objectives

- GFOS, is a leading provider of workforce management software, offering a comprehensive and modular platform that enables end-to-end digitalization of workforce management processes
- GFOS' cloud-based solution reduces manual workload to a minimum while enabling holistic and efficient HR management
- After the successful family succession in 2021, Katharina van Meenen-Röhrig and Ignace van Meenen took over the leadership
- To enter the next phase of growth, management shareholders decided to onboard a global growth investor

Drake Star Services & Support

- Drake Star was selected in a highly competitive advisor selection process and acted as the exclusive financial advisor to GFOS and its shareholders on this transaction
- Drake Star clearly highlighted GFOS' unique position offering a leading WFM solution with complementary offering in MES
- Advised management on financial planning and helped develop international growth strategy
- Drake Star supported the shareholders through the final negotiations and secured the ideal partner to scale future growth while exceeding shareholders' financial expectations

Outcome

- Drake Star structured and executed a highly successful global process and identified the ideal partner for the company's next growth phase
- Riverside is a leading global technology growth investor known for its extensive track record in HR Tech and B2B SaaS
- Second-generation family shareholders reinvested a significant share of their proceeds, underlining their commitment to continue supporting the growth and vision of GFOS
- Existing management will remain in their current positions to jointly execute the global expansion strategy

VEDA

MAJORITY RECAPITALIZATION OF LEADING GERMAN CORE HR SOFTWARE PROVIDER WITH INVESTCORP

VEDA
MAJORITY
RECAPITALIZATION WITH
INVESTCORP
AND REINVESTMENT BY
MANAGEMENT

KEY VALUE-ADD

- **Majority recapitalization of German HR Tech pioneer with industry-leading software investor**
- **Drake Star leveraged its extensive HR Tech industry expertise to win the ideal partner to support the company's next growth stage**
- **Highly attractive outcome for founders and management**

Situation & Objectives

- VEDA is a pioneer in the German HR Tech Market, offering a holistic end-to-end HR Software platform ("VEDA HORIZON") that enables customers to utilize Payroll, Time & Security and People Management solutions within one integrated system.
- The company complements its product offering by best-in-class full-service payroll outsourcing.
- Founders and management were searching for a high-quality partner to accompany VEDA in the next phase of its growth journey.

Drake Star Services & Support

- Drake Star organized a competitive process for VEDA to select its preferred partner from a range of top-tier financial and strategic investors.
- The deal team generated extensive transaction documentation, including a compelling equity story, a fully comprehensive financial model, as well as an elaboration of different growth levers for VEDA.
- VEDA's leading position as a one-stop shop for HR software solutions and services for medium-sized companies within a ~\$3bn market was clearly emphasized and pivotal for the transaction outcome.

Outcome

- With Investcorp as a new investor, Drake Star found a high-profile partner for VEDA, which is now ideally positioned to emerge as the leading HR Tech platform for SMEs in the DACH region.
- Drake Star executed a highly effective process within the envisaged timeline exceeding the expectations of founders and management.
- Management made a significant re-investment, underscoring their dedication to leading and expanding the business going forward in collaboration with the new partner.

ACONSO

MAJORITY RECAPITALIZATION OF GLOBAL TECHNOLOGY LEADER IN HR DOCUMENT MANAGEMENT WITH KEENSIGHT CAPITAL

aconso

MAJORITY
RECAPITALIZATION WITH



KEENSIGHT

CAPITAL

AND REINVESTMENT BY
FOUNDERS

KEY VALUE-ADD

- **Majority recapitalization of global technology leader in HR Document Management and inventor of the Digital Personnel File through highly competitive process**
- **Leveraged extensive sector experience and in-depth knowledge to find the ideal partner with extensive enterprise software experience to support further international growth**
- **Drake Star managed to achieve a highly attractive outcome for aconso's management**

Situation & Objectives

- aconso is the global technology leader in HR Document Management and inventor of the Digital Personnel File
- aconso offers best-in-class cloud-based HR DMS software, enabling end-to-end automation of document storage, creation, and processing
- With aconso's highly scalable solution, customers achieve substantial efficiency gains derived from the digitalization of their workplace, addressing key pain points in HR departments
- Management aimed to find the best partner to further scale the business internationally

Drake Star Services & Support

- Drake Star orchestrated a highly competitive process that enabled aconso to choose their preferred partner from a range of renowned financial and strategic investors
- Clearly highlighted aconso's unique position offering a highly scalable solution at the intersection of two fast growing markets, HR Tech and DMS
- Drake Star guided management and shareholders throughout the final negotiations in order to achieve the best financial result, while choosing the preferred party to drive further growth

Outcome

- Successfully executed one of the largest HR Tech transactions in DACH in Q3 2023
- The new partnership with Keensight enables aconso to further leverage its highly scalable product offering and accelerate its international expansion with an experienced partner
- The substantial reinvestment of the four co-founders underscores a firm commitment to further expand the business in collaboration with Keensight

HIRETECH

SUCCESSFUL TARGETED PROCESS, WITH A LIMITED NUMBER OF LOGICAL STRATEGIC AND PE BUYERS

HIREtech

SALE TO

EQUIFAX

KEY VALUE-ADD

- **Sale of an innovative HR tech and data solutions company by a public multinational data, analytics, and technology company**
- **Leveraged extensive track record and strong financial and strategic investor relationships within the HR Tech sector**
- **Managed fast-paced, tailored process generating significant investor interest from a large group of suitable parties**

Situation & Objectives

- HIREtech is a technology-focused HR Tech solutions firm
- Provides software and services to help companies save time, money, and reduce compliance risk
- Technology platform enables businesses to access the real-time data and intelligence to make important financial and hiring decisions
- Services include I-9/E-Verify, Employment & Wage Verification, Tax Credits, and Unemployment Claims Management

Drake Star Services & Support

- Drake Star Partners acted as exclusive financial advisor to HIREtech in this successful sell-side process
- Limited process that marketed to best-fit group of HR Tech-focused strategics and private equity firms
- Closed in less than 4 months
- Received multiple actionable IOIs, which provided Drake Star significant leverage to increase the valuation during negotiations
- Managed a buyer team of 100+ external consultants and full-time employees

Outcome

- Premium SaaS purchase multiple, with favorable deal terms
- HIREtech leadership team have assumed roles with Equifax as part of the new Houston, Texas-based division of Equifax Workforce Solutions
- HIREtech's capabilities strengthen Equifax's Workforce Solutions' Work Number income and employment verification and HR services, enabling the merged company to accelerate innovative offerings to employers

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GLOBAL HR TECH REPORT

Q1 2025

Drake Star is an award-winning global tech investment bank that has completed over 500 transactions since 2003. The Drake Star global team of experienced professionals and senior advisors across offices in New York, Munich, London, Paris, Los Angeles, San Francisco, Berlin, and Dubai* focuses on mergers & acquisitions and corporate finance services worldwide in Software/SaaS, HR Tech, Digital Services, FinTech, Digital Media, Industrial Tech, Consumer & Retail Tech and Mobility & Sustainability.

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