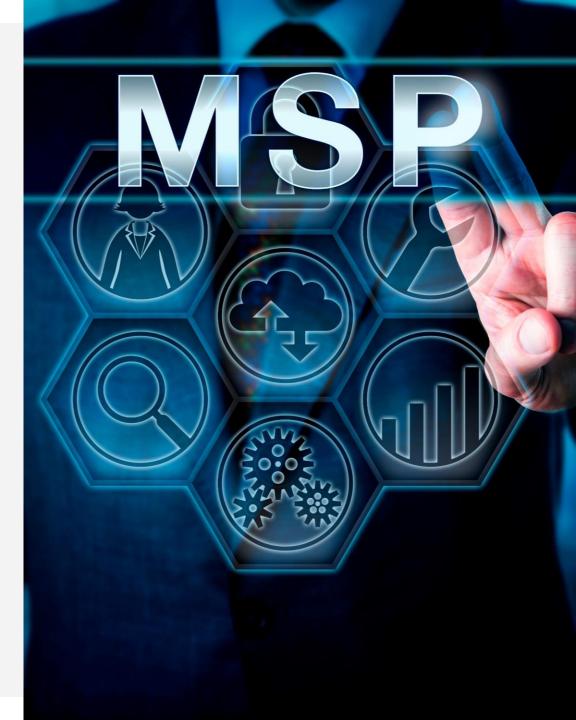
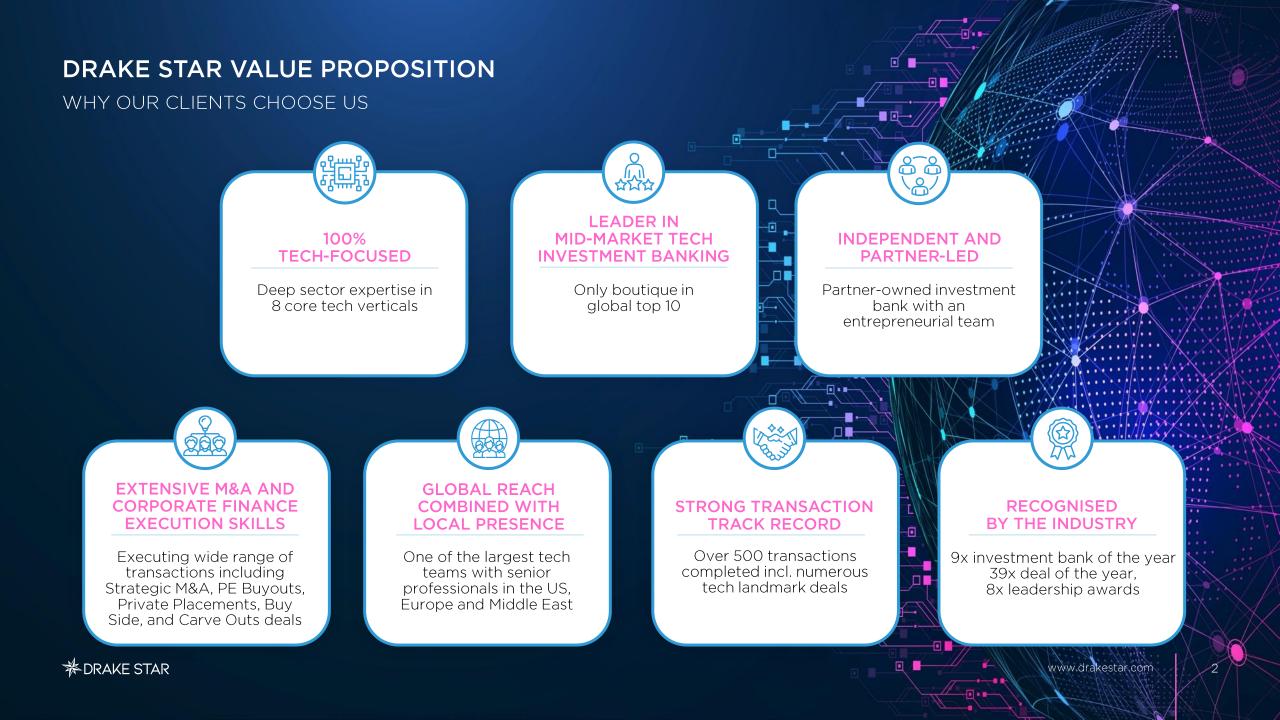


MANAGED SERVICE PROVIDER "MSP" MARKET UPDATE H1 2024

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







STRONG TRANSACTION TRACK RECORD

OVER 500 TRANSACTIONS COMPLETED



*DRAKE STAR

PROVEN TRACK RECORD IN MSP M&A AND GROWTH FINANCING ADVISORY



(1) Current Drake Star mandate prepping for market

* DRAKE STAR

OUR KEY TAKEAWAYS ON THE MSP MARKET



In the first half of 2024, MSP M&A activity was almost 4x larger than the 2nd half of 2023. Q2 2024 activity reached its highest level in over two years with more than 120 transactions.



Strategic consolidators are aggressively pursuing consolidation, with each of the top 10 players making at least two investments in Managed Service Providers.



The global MSP market value was \$283 billion at year-end 2023. It's expected to reach \$552 billion by 2032 as IT complexities and cost efficiency drive demand for MSPs.

MSP MARKET UPDATE

STRONG MARKET TRACTION DESPITE ECONOMIC UNCERTAINTY

235

MSP transactions in H1 2024

\$283bn

Global managed service market value in 2023

Top 3 Most Important Outcomes Achieved From Managed Services



Outsourcing IT services to MSPs enables operating cost efficiencies



Assist in navigating the complexities of advanced IT environments



Rapid deployment of new technology

Expected market growth

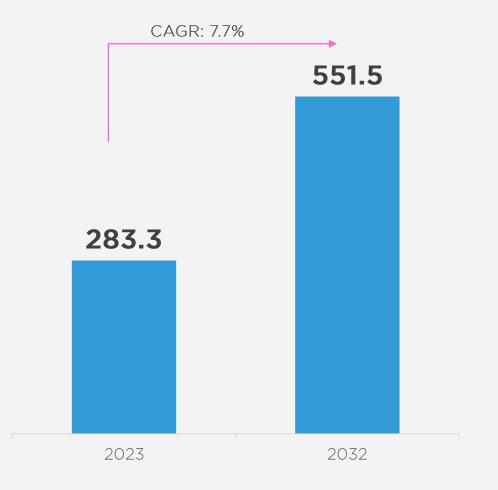
~7.7%

CAGR until 2032

Sources: Pitchbook, IMARC Group

IT COMPLEXITIES AND COST EFFICIENCY DRIVING MANAGED SERVICES TO REACH \$552B

MANAGED SERVICES MARKET SIZE (in \$Bn)



KEY DRIVERS



Increasing Complexity: The swift advancement of technology, varied software environments, and the integration of numerous platforms are driving the need for managed services.

<u>Cost Efficiency</u>: Managed services improve cost efficiency by optimizing resource utilization and reducing operating expenses, thereby enhancing overall profitability. Businesses are increasingly choosing to outsource to MSPs for infrastructure and tools at a predictable monthly fee, rather than investing in costly hardware and software.



<u>Cybersecurity Challenges</u>: The rising incidence of cybersecurity threats is fueling the need for MSPs, who provide specialized solutions such as 24/7 monitoring and threat detection. These services are vital for safeguarding sensitive data and ensuring compliance with regulations.

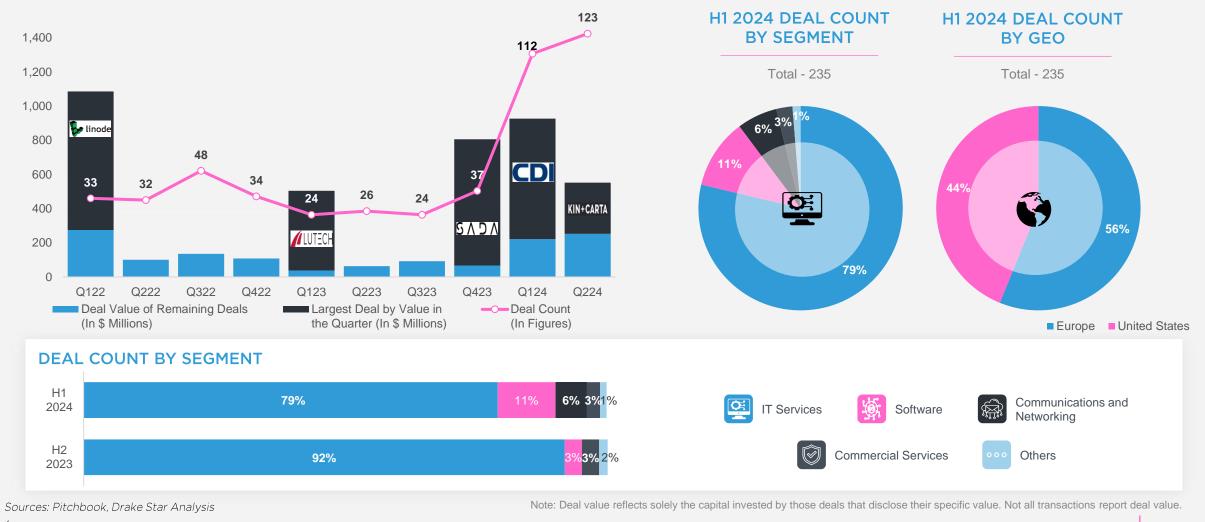
Enhanced Business Agility: Managed services offer the flexibility to promptly adapt IT resources to changes in the market, customer requirements, and emerging opportunities. This capability allows for swift responses without being constrained by fixed infrastructure.

Sources: IMARC Group, Precedence Research



Q2 24 M&A ACTIVITY REACHED ITS HIGHEST LEVEL IN OVER TWO YEARS

IN H1 2024, 235 ANNOUNCED M&A DEAL DEALS IN THE UNITED STATES AND EUROPE





PLATFORM MSPS ARE CONSOLIDATING THE MARKET TO STRENGTHEN AND EXPAND THEIR SERVICE OFFERING



Includes deals since 2023. *Ranked by total deal count. **Most financial investors have made only a single investment in MSP companies. Therefore, apart from the first investor, rest listed under them do not adhere to any ranking.

Sources: Pitchbook, Drake Star Analysis



STRATEGIC BUYERS FROM MULTIPLE SECTORS EXPRESS INTEREST IN MSPS

H1 2024

COMPANY CO	UNTRY	EMPLOYEES	REVENUE (\$ Mn)	DEAL SIZE (\$ Mn)	EV/REV.	EV/EBITDA	ACQUIRER	ACQUIRER COUNTRY	DATE
				705.0			AHEAD Berkshire Partners Centerbridge	ا	Feb-24
KIN+CARTA		1,900		299.1			BE PARTNERS KHARECAPITAL Valtech * Verlinve	st	Apr-24
flooid			38.9	194.4	4.9	88.4	GLORY		Jan-24
Y visiativ	•		300.3	185.1	0.6	1.9	SNEF		Jun-24
nSense Denmark	•	70		19.5			F-Secure	÷	Jun-24
Chilli		17		18.7			BGF celerity		May-24
(Technology Services Division)				11.2			SERVICE POINT		Jun-24
TELENOVA Wir sind Teil der tecele group.	•			10.4			teccle group	-	Jan-24

Note: Drake Star did not act as financial advisor on transactions listed on this page



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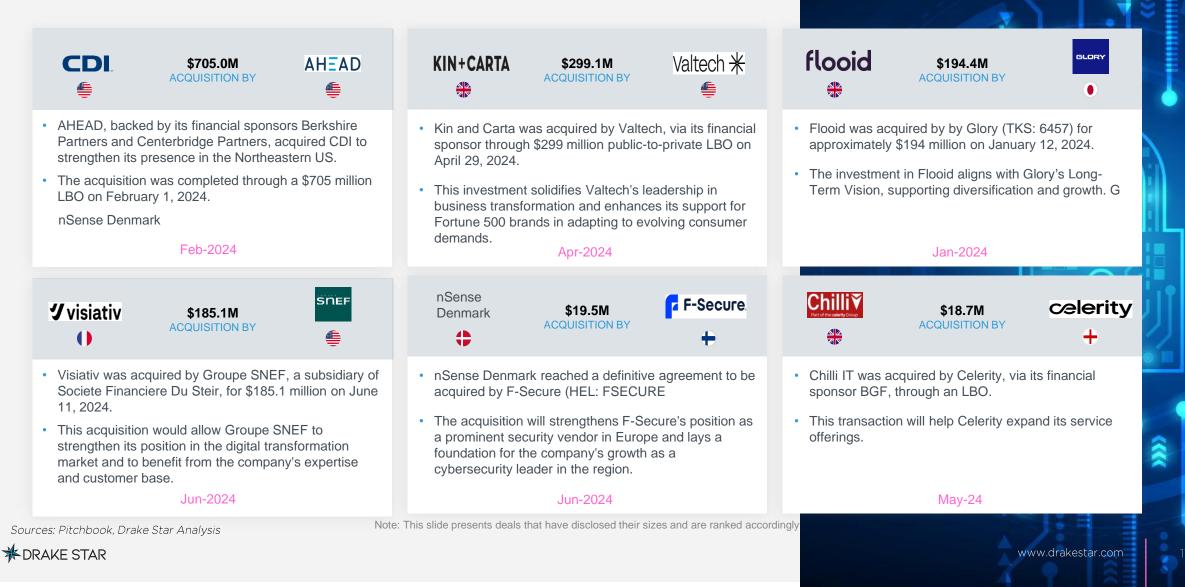


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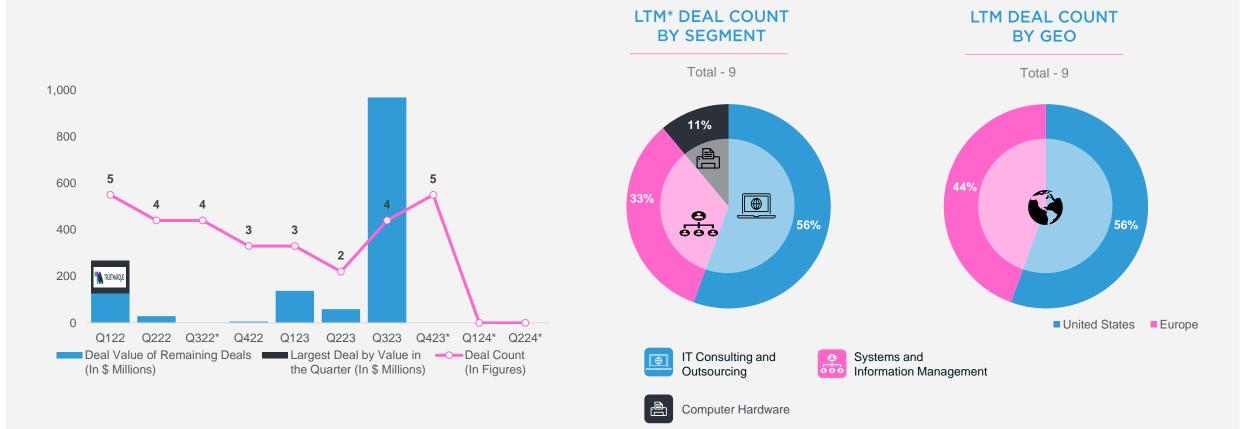
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STRATEGIC FIT IS KEY FOR MSP M&A DEALS

235 DEALS AND \$1.7BN IN DISCLOSED DEAL ACTIVITY IN H1 2024



H1 2024 SAW NO MSP PRIVATE PLACEMENT INVESTMENTS, A CONTRAST TO THE M&A DEAL ENVIRONMENT



Note: Deal value reflects solely the capital invested by those deals that disclose their specific value. Not all transactions report deal value. Information on deal count and value by stage is available. Drake Star did not act as financial advisor on transactions listed on this page. *No deal values disclosed for Q3 2022, Q4 2023, Q1 2024, and Q2 2024. No transactions took place in H1 2024.

Sources: Pitchbook, Drake Star Analysis



PE INVESTMENTS IN MSP

Q323-Q224

COMPANY	SUBSECTOR	COUNTRY	REVENUE	DEAL SIZE	EMPLOYEES	SELECT INVESTOR	DATE
Kocho [¥]	Systems and Information Management		48.2		201-500	BGF	Dec-23
EFOCUS TECHNOLOGY	IT Consulting and Outsourcing				151	SEACOAST CAPITAL	Nov-23
TTNL	Systems and Information Management				51-200	FIELDS GROUP	Oct-23
	Printing Services				11-50		Oct-23
ANCHOR 📯 POINT	IT Consulting and Outsourcing				11-50	DWO ASCENT	Oct-23
HARRIS	IT Consulting and Outsourcing			0.6	20-25	$\left(\begin{array}{c} A\\ \hline P \end{array}\right) ACCELERATED \\ PARTNERS$	Sep-23
Delastisys	IT Consulting and Outsourcing	¢		2.5	42	Free spintop ventures	Sep-23
	IT Consulting and Outsourcing		25.5	965.0	5,500	₩ WENDEL	Jul-23

Sources: Pitchbook, Drake Star Analysis

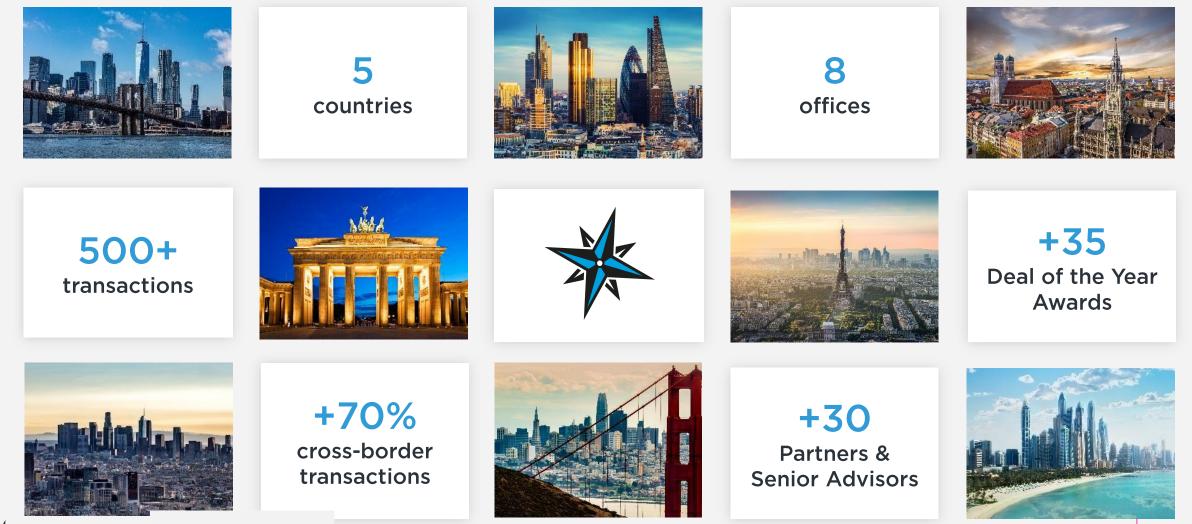
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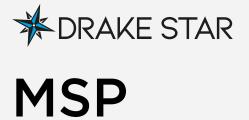
PRIVATE EQUITY FIRMS INVESTMENTS IN MSPS AS OF **LTM JUNE 2024** Kocho²² W BGF **X**FOCUS TECHNOLOGY SEACOAST C A P I T A L 5.550 201-500 150 WENDEL **EMPLOYEES EMPLOYEES EMPLOYEES** Scalian was acquired by Wendel Group through a · Kocho received development capital from BGF. · Focus Technology Solutions was acquired by EUR 965 million LBO. Seacoast Capital and its management through an LBO. • The transaction was supported by debt financing. As a result of the transaction, the company was recapitalized. Jul-23 Dec-23 Nov-23 DWO ASCENT FIELDS GROUP 11-50 A N C H O R 😤 P O I N T 11-50 51-200 EMPLOYEES **EMPLOYEES EMPLOYEES** • TTNL was acquired by Fields Group through an LBO. Cartridge Technologies was acquired by CenterGate Anchor Point raised venture funding from DWO Ascent. Capital through an LBO. • The aim of the acquisition is to build on the successful heritage of the company and to grow it into a leading The investment will provide Cartridge Technologies provider in Europe. with the capital and strategic resources to continue its growth trajectory while increasing. Oct-23 Oct-23 Oct-23 Sources: Pitchbook, Drake Star Analysis *DRAKE STAR www.drakestar.com

GLOBAL REACH COMBINED WITH LOCAL PRESENCE

ONE OF THE LARGEST TECH TEAMS ACROSS NORTH AMERICA, EUROPE AND ASIA



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H1 2024 MARKET UPDATE

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