

2021 AT A GLANCE

LOOKING FORWARD INTO 2022

M&A REVIEW ACROSS BUYER GROUPS

NOTABLE SECTORS

ABOUT WY PARTNERS

THE VIEW FROM WY





William Ritchie
Director & Founder

Over the past 12 months M&A activity in our space has gathered pace with a record number of deals closing. Following on from the uncertainty of 2020, when many deals were shelved and investment plans put on hold, 2021 has seen capital deployed at the fastest pace since we started WY Partners 7 years ago. We have identified three key themes which have driven growth in 2021. These are:

Private equity takes notice

In the past few years private equity (PE) has become increasingly active in our space with Livingbridge's investment into Brainlabs and LDC into Croud generating increased excitement in the space during 2019. After a quiet 2020, 2021 has seen a further surge in these deals with Waterland's investment into Sideshow, Bridgepoint's investment into IDHL, Inflexion's investment into The Goat Agency, and Livingbridge's investment into Jungle solidifying PE's interest in the space. While the number of larger independent Groups available to attract PE may seem to be reducing, we see a number of rising stars which could attract similar investment and continue to fuel the demand into the space increasingly dominated by technology led disrupters.

The increased pace of digital transformation

Central to our positioning as a business, technology has continued to disrupt and enhance the media and data led sectors. As brands look to engage in their own digital transformation projects, so too do the businesses servicing them look to streamline their delivery and client offering with technology and automation. This has led to two key movements we've seen in the sector: an acceleration of consolidation amongst digital transformation companies which seek out large, multiyear consultancy contracts; and an increased focus on technology within other service led businesses, and their acquirors, as their key differentiator. The volume of deals we're seeing where technology is disrupting traditional media businesses - specifically in advertising technology (AdTech), marketing technology (MarTech), Artificial Intelligence (AI) and data led Software-as-a-service (SaaS) businesses - is continuing to grow and not something we see slowing anytime in the near future.

The dominance of digital first groups

As the size and complexity of the traditional media giants has increased, they have been left vulnerable when competing with faster moving, more recently established digital first groups. In response, many slowed their M&A activity down in 2020 and 2021 and

focused on integration, internal reorganisation and external positioning to better compete in the fast evolving market. This void in the M&A landscape has been seized on by a new era of digital first marketing services groups – epitomised by Sir Martin Sorrell's S4 Capital – which have driven significant M&A growth in the space at the pace the incumbent group's once enjoyed. As we are now seeing all major holding groups re-engage in the M&A market as they too look to compete for the best assets which can offer transformative change to their old models, this additional competitive element in the M&A market should contribute to the continuing surge in M&A appetite.

Looking forward into 2022

As we reflect on the evolution in the sector in the past few years and look forward to 2022 and beyond, we continue to see a buoyant and active M&A market across the media and technology landscape. We expect the level of competition for the best assets to only increase as the wider M&A market continues to experience lots of activity across all shapes and sizes of transactions. If you are considering a transaction in 2022, or just want to chat, please do get in touch.

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OVERVIEW OF 2021 M&A IN REVIEW





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2021 AT A GLANCE



There has been a resurgence of confidence in the ecosystem, evidenced by higher M&A transaction volumes and increased levels of private equity financing.





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GLOBAL TRANSACTION TRENDS



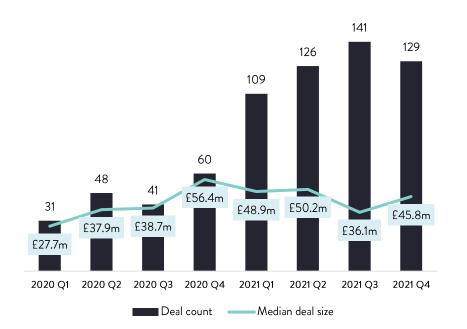
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Increased activity across all investor types has resulted in deal volume exceeding pre-pandemic levels.

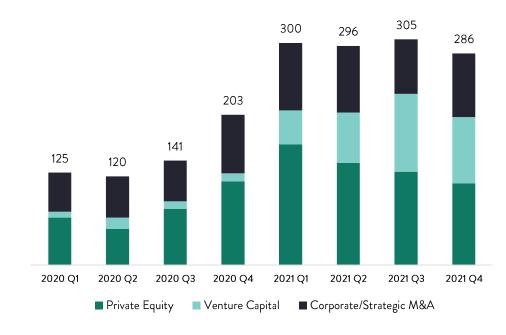
2021 has been a record year for M&A activity in the media and technology sectors by deal volume. In 2021, 1,750+ deals were transacted marking a 60% rise on 2020, and 30% on 2019.

In 2021, the total value of deals with disclosed transaction values totalled £111bn. It is important to note that the true total value of M&A transactions will be significantly higher than the figure in this report because most transaction values are not publicly disclosed. Therefore, sector M&A can be compared more accurately by deal volume.

Transaction deal value & number of M&A deals in media and technology



M&A deal volume by investor type





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We expect the level of competition for the best assets to increase as the wider M&A market continues to experience significant activity across all shapes and sizes of transactions.



CONTINUED FOCUS ON DIGITAL TRANSFORMATION

Significant PE investment into the digital transformation space in the UK looks set to continue into 2022. With initial investments reaching an advanced stage of the PE lifecycle, demand for bolt-on investments to maximise value will fuel further activity.



THE METAVERSE

One of the buzzwords of 2021 that is the talk of the town in Silicon Valley. The metaverse has gained significant traction in the tech world notably with NFTs (Non-Fungible Tokens) entering the mainstream and Facebook re-branding to 'Meta'. We expect deal activity in the metaverse and adjacent sectors like gaming and AR / VR to flourish in 2022 as companies race to build their own version of the virtual world.



GLOBAL NETWORKS RETURN TO THE TABLE

Following a quiet few years, the major global advertising networks look set to return to the deal-making table in 2022 in pursuit of growth. In their absence, the influx of PE money and growth of challenger networks like Stagwell, means that they will find stiff competition for the most prized assets on the market.



COVID-19 ACCELERATED TRENDS

Verticals that benefited the most from Covid-19, such as podcasting, mobile and e-commerce, look set to continue their growth trajectories into 2022. We anticipate significant M&A activity in these areas moving forward as established players look to acquire capabilities in these high growth areas.



RESPONSE TO PRIVACY CHANGES

The death of the third party cookie and IDFA has changed the advertising ecosystem creating demand for quality datasets and high-end creative solutions that deliver measurable ROI. We believe M&A targets for 2022 are likely to be companies that have an emphasis on customer experience, first-party data and direct connections with the end consumer.



NO DEAL TOO SMALL

The UK marketing sector is becoming increasingly dominated by private equity backed groups creating M&A appetite further down the deal chain. These new groups seek to accelerate their growth through M&A of their own, often selecting smaller, more specialised companies which can deliver incremental revenues and skills with minimal integration risk.



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M&A REVIEW ACROSS BUYER GROUPS

PE & VC

Technology & IT services

Software

Consultanc¹

Marketing Groups

Global Networks



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BUYER & INVESTOR LANDSCAPE



DEFINING THE BUYER / INVESTOR POOL

In our evaluation of the M&A and fundraising activity in 2021, we have identified a cohort of the most prolific buyers / investors that have completed transactions in the media & technology sectors.

Our objective is to draw out the key themes and trends of the buyer / investors groups highlighting the dominant players of the year. We have grouped the buyers / investors into the following six key categories:

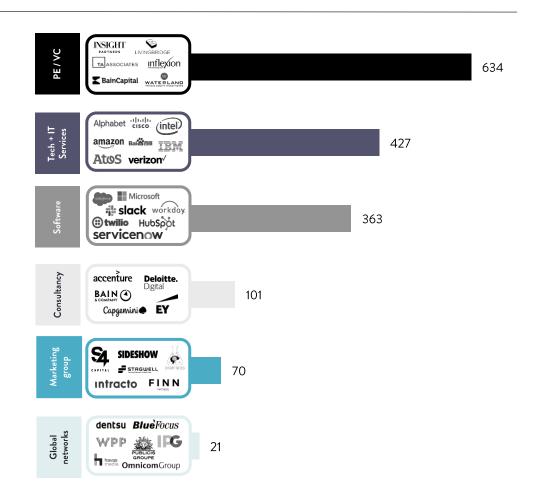
- Private Equity & Venture Capital Institutional investors that have either taken minority or majority stakes.
- Tech & IT services Traditional technology product & service providers coupled with digital transformation specialists.
- Software Large scale software providers and SaaS businesses that dissect various verticals including MarTech, AdTech, Communication, Enterprise Resource Planning (ERP), and Infrastructure.
- Consultancies Professional services and management consultants that have disrupted the media / technology M&A world.
- Marketing groups Emerging mid-market groups that are challenging the established buyers through their private equity backers or funding through strong cash generation.
- Global networks The traditional holding company advertising networks.

Take a look opposite at the graphic which shows a snapshot of companies and deal volume by category.

Outside of the six key categories there are other buyer groups that we opted not focus on in detail as transaction volumes were not as high.

The categories excluded are:

- Broadcast / Entertainment (Hearst, Liberty Global, Endeavor)
- Publishers (Bertelsmann, Axel Springer, DMGT)
- Music / Digital Media (Netflix, Twitter, Spotify)





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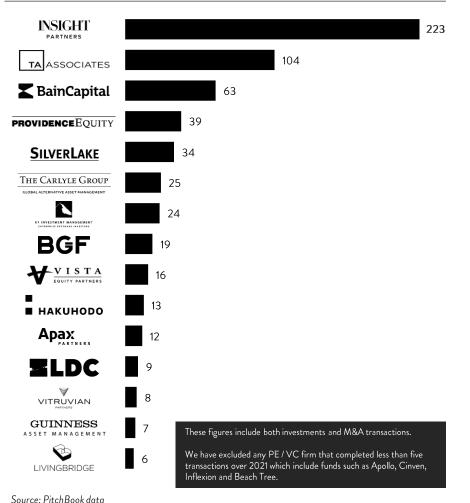
ABOUT WY PARTNERS

PRIVATE EQUITY & VENTURE CAPITAL

3

Private equity deal volume picked up significantly in 2021 led by leading tech investors such as Insight Partners.

TOP DEALMAKERS IN MEDIA & TECHNOLOGY



KEY THEMES

Following a slowdown in M&A activity during 2020, 2021 saw record levels of private equity deals across the tech and media landscape.

As companies continued to digitise following the onset of the pandemic, there remained significant demand for B2B SaaS platforms, with large-cap tech investors entering the mid-market to compete for prime assets.

In addition to pure tech assets, agencies attractedincreasing private equity attention with notable

deals across social (including We Are Social. Jungle, Goat, Genflow, Tailify and more) and digital (Sideshow, IDHL, Venatus) throughout the year.

With high levels of dry powder going into 2022, the influx of private capital into the tech and media space is expected to continue, which is likely to further boost rising valuations for prime assets.

Target industries (Top 5)	
Business / productivity software	40%
Financial software	10%
Media & information services	7%
IT consulting and outsourcing	6%
Software development applications	6%

ranger rig (rop 3)		
	53%	
	15%	
✡	6%	
*	4%	
	3%	

Target HO (Top 5)

SELECT DEALS

▼ BainCapital / • • ExtraHop	SFW / captify.	CVC CAPITAL PARTNERS	we are social
TA ASSOCIATES / Mediaocean	WATERLAND SIDESHOW	LIVINGBRIDGE /	Junglecreations
INSIGHT / BlueOcean	inflexion / goat	LIVINGBRIDGE /	venatus



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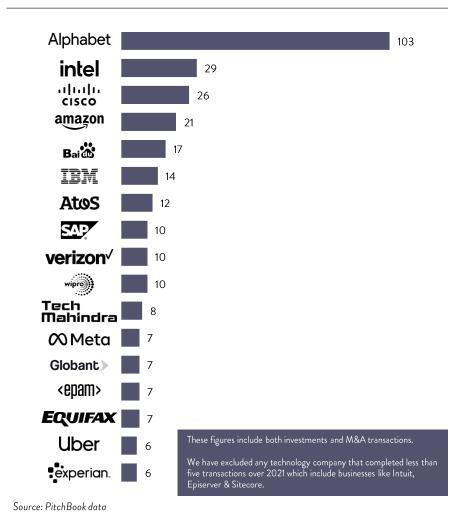
NOTABLE SECTORS

ABOUT WY PARTNERS

TECHNOLOGY & IT SERVICES

Large technology players, led by Alphabet, consolidate their dominance with a high volume of deals.

TOP DEALMAKERS IN MEDIA & TECHNOLOGY



KEY THEMES

The world's largest technology businesses were busy in the M&A market during 2021, consolidating their dominant market position through acquisitions.

By far the most active player was Alphabet, completing a massive 103 deals during the year, a mixture of buy-outs and venture capital investments.

A real focus within the industry during the year

was artificial intelligence, particularly around business / productivity software as the world's largest tech players looked to tap into the broader digital transformation wave that the move to largescale home and hybrid working has brought over the past two years.

In the media space, one of the year's largest deals saw Amazon acquire MGM Studios for ~\$6bn, continuing the business' drive into the entertainment and production.

Target industries (Top 5)	
Business / productivity software	30%
IT Consulting and outsourcing	10%
Media & information services	8%
Financial software	6%
Network management software	6%

Target HQ (Top 5)	
	56%
	11%
*2	5%
<u> </u>	4%
	3%

SELECT DEALS

Alphabet / WAYMO	intel / Screenovate	cisco / epsagon
amazon / MGM	Bai d / <mark>ඉ</mark> 氮 <u>师</u> 积	IBM / turbonomic
Uber / 🕸 Lime	SAP / SIGNAVIO	∞Meta/ n



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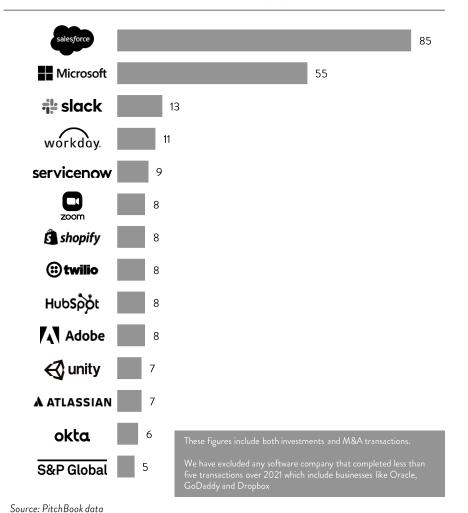
NOTABLE SECTORS

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SOFTWARE

The software giants, Salesforce and Microsoft, execute on the largest deals of the year.

TOP DEALMAKERS IN MEDIA & TECHNOLOGY



KEY THEMES

The sustained demand for technology products/services, in particular enterprise software, has facilitated significant deal volume and valuations in the software sector.

The behemoths of Salesforce and Microsoft flexed their muscles during 2021 and they dominated deal volume (both M&A and investment) – 50+ deals each and cheque size.

The most disruptive deal of the year was Salesforce's \$28bn acquisition of Slack which

brought together two of the software industry's most dynamic communities and taking the challenge to video conferencing systems Teams and Zoom.

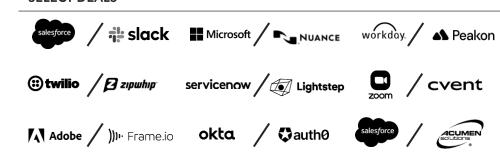
Target HQ (Top 5)

Microsoft was not to be outdone announcing their second largest deal of all time (Nuance Communications for \$19bn) and thereby accelerating its Al and cloud strategy for the healthcare sector.

Target industries (Top 5)	
Business / productivity software	43%
Media & information services	8%
Financial software	7%
Network management software	6%
IT Consulting and outsourcing	5%

ranger rid (rop 3)		
	59%	
	10%	
✡	5%	
≱ € .;	4%	
*	4%	

SELECT DEALS





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CONSULTANCY



TOP DEALMAKERS IN MEDIA & TECHNOLOGY

accenture		53
BAIN (6	
Capgemini	6	
Cognizant	6	
Booz Allen	6	
P Ipsos	4	
EY	3	
BCG THE BORTON CONSULTING GROUP	3	
-ズ REPLY	2	
KANTAR	2	
nielsen	2	
		We have excluded consultancies that have made fewer than two acquisitions (five deals in total) – these include Tata Consultancy, McKinsey and Huron Consulting Group amongst others. Note: Accenture includes Accenture Ventures (eight acquisitions).

KEY THEMES

The acceleration of digitalisation in the wake of the Covid pandemic has led to many consultancies and professional services firms utilising M&A to acquire adjacent capabilities and reduce competition.

Accenture's remarkable appetite for acquisitions continued into 2021 with 53 acquisitions, taking its total since 2019 to in excess of 100. The consultancy has focused predominantly on cloud, cybersecurity, digital transformation and data

analytics but has also included deals for advertising and creative agencies, which marks a shift in strategy.

With Covid having delayed or cancelled many consulting projects, the renewed confidence in the market is illustrated by the return of buyers who made no acquisitions in 2020 including Deloitte (1), Booz Allen (6).

Target industries (Top 5)	
IT Consulting and outsourcing	43%
Business / productivity software	19%
Media & information services	7%
Financial software	6%
Network management software	6%

Target HQ (Top 5) 37% 13% 7% 6%

SELECT DEALS

accenture / INFINITY WORKS	BAIN OPEXEngine 8 COMPANY O	Deloitte. / TWG
accenture / corecompete	Capgemini / acclimation	Booz Allen LIBERTY
accenture / WOLOX	EY / SeatonPartners	KANTAR Numerator



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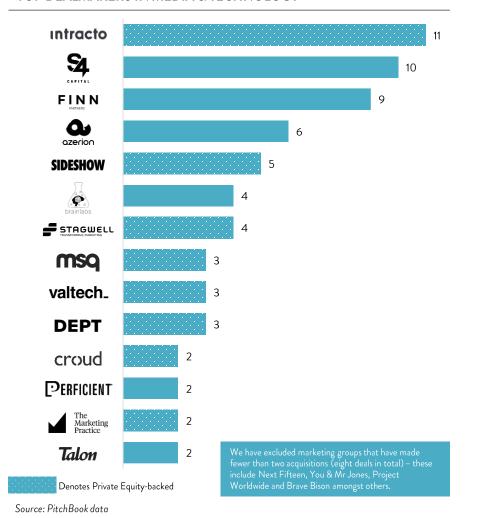
NOTABLE SECTORS

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MARKETING GROUPS

Private equity backed challenger marketing groups fuel M&A strategies but still lag behind S4 Capital.

TOP DEALMAKERS IN MEDIA & TECHNOLOGY



KEY THEMES

Private equity isn't just having influence with platform investments, they also provided the fire power for marketing groups like Intracto (Waterland), Brainlabs (Livingbridge), Sideshow (also Waterland), MSQ and Croud (both LDC) to implement their buy and build strategy.

Sir Martin Sorrell continues to roll out the playbook from his WPP days as S4 Capital sit top of the pile alongside Intracto both completing deals in the double figures.

	Target industries (Top 5)	
	Media and information services	68%
_	IT Consulting and outsourcing	17%
.0	Consulting services	4%
2	Application software	3%
J	Multimedia and design software	1%

Finn Partners, who themselves bought back a minority stake held by Stagwell in 2021, follow closely behind and had their most acquisitive year acquiring nine companies. The target sectors were primarily in their own specialism of PR.

The flagship transaction of the year was merger between Stagwell and MDC partners. Protracted negotiations began in late 2020 and completed seven months later in July creating a combined business expected to generate over \$2bn of revenue in 2021.

Target HQ (Top 5)				
	29%			
	26%			
	7%			
	6%			
	4%			

SELECT DEALS



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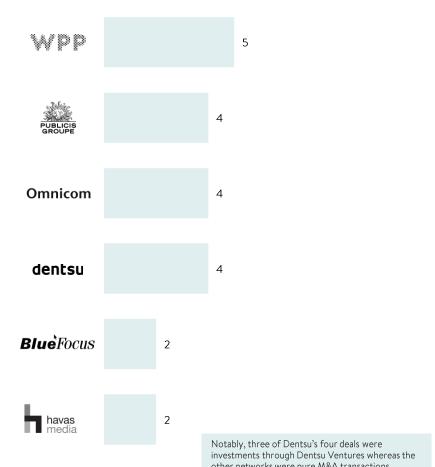
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GLOBAL NETWORKS

The holding companies return to M&A targeting technology and more digitally focused assets.

TOP DEALMAKERS IN MEDIA & TECHNOLOGY



other networks were pure M&A transactions.

KEY THEMES

Global Networks have come back to the table during 2021 with WPP, Publicis, Omnicom and Dentsu all completing more than four deals (although three of Dentsu's four deals were minority investments).

This level of M&A is comparable to the PE backed marketing groups like of Brainlabs, Sideshow and MSQ but still a far cry from the early to mid 2010s where annual acquisition volume would regularly be in double figures.

Target industries (Top 5)	
Media and information services	43%
Business / productivity software	24%
IT Consulting and outsourcing	14%
Entertainment software	5%
Other commercial services	5%

The key takeaway was not the quantum of M&A but a notable change in focus on the target's capabilities.

WPP in particular has mirrored its broader strategy of combining creativity with technology and data by acquiring software platforms (Cloud Commerce Pro & Satalia), software services provider, DTI Digital and creative shop (Made Thought).

Publicis and Omnicom have also acquired IT consulting / technology businesses (Publicis - Citrus Ad, Omnicom - Areteans and Bright Gen) while still placing importance on traditional agencies (Omnicom - OSK).

Target HQ (Top 5)					
299	%				
	• •				

	27/0
	10%
✡	10%
	10%
*3	10%

SELECT DEALS









Omnicom / OSK

Omnicom AAreteans







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NOTABLE SECTORS

Digital Transformation

Influencer Marketing

Social Gaming



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DIGITAL TRANSFORMATION



The UK digital transformation market saw high deal volumes in 2021. Private equity was a significant driver as boltons to existing platforms supplemented additional primary investments made during the year.

NOTABLE TRANSACTIONS

Source: PitchBook data

Date	Location	Target	Buyer / investor	Target description	Deal type	Value
Feb-21		keep IT simple /	TPXimpact	IT Consultancy	M&A - trade	£32m
Mar-21		JUST AFTER MIDNIGHT	Ultima	Managed Services	M&A – PE bolt-on	Undisclosed
May-21		6POINT6	iCG	IT Consultancy	PE investment	Undisclosed
Jul-21		Westgate 🕖	Lad by Experience Palatine	Managed Services	M&A – PE bolt-on	Undisclosed
Jul-21		ICNITION	EXCLUSIVE NETWORKS PERMIRA	IT Consultancy	M&A – PE bolt-on	Undisclosed
Sep-21		HELECTORD	software ONE	Managed Services	M&A - trade	Undisclosed
Oct-21		Circle.	™™ Sallom	Managed Services	M&A – PE bolt-on	Undisclosed
Oct-21		BCS	accenture	IT Consultancy	M&A - trade	Undisclosed
Nov-21		КІСК ІСТ	BGF	IT Consultancy	PE investment	£9m

OBSERVATIONS

The continued impact of the Covid-19 pandemic throughout 2021 has only increased the attraction of digital transformation capabilities to potential acquirers.

Particular focus has been placed on cyber security capabilities, with hybrid working patterns meaning businesses need for data protection is greater than ever. This has fuelled demand for targets offering such capabilities.

In the UK alone, we have seen more than 350 deals in the broader digital transformation space, with an increasing Private Equity presence in the market driving a significant amount of activity.

WY Partners has been involved in this trend, advising 24/7 support & DevOps provider Just After Midnight on its sale to PE backed Ultima Business Solutions in March 2021.

LOOKING AHEAD

The shift to digital is only going to accelerate as larger, traditional market players are continuously disrupted by "new economy" competitors.

According to Statista*, global Digital Transformation spending is to increase from \$1.5tn in 2021 to \$2.8tn by 2025.

Increasingly, businesses are looking to technology to enhance their customers' experience as well as its own back office operations. With consumer habits shifting more and more towards mobile, businesses will need to continually examine their digital capabilities to keep pace.



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INFLUENCER MARKETING

The influencer marketing sector has come of age in 2021 as evidenced by a flurry of M&A activity during the year, largely from late stage VCs and mid-market private equity.

NOTABLE TRANSACTIONS

Date	Location	Target	Buyer / investor	Target description	Deal type	Value
Jan-21		GENFLOW	BGF	Agency	PE growth	£8m
Mar-21		goat	Inflexion	Agency	PE growth	Undisclosed
Apr-21		Tailify.	GUINNESS ASSET MANAGEMENT	Agency	Later stage VC	£4m
Apr-21	✡	% klear	(O) Meltwater	SaaS	M&A	£13m
May-21		lin fluence	(O) Meltwater	SaaS	M&A	£43m
Jul-21	+	APPRL	Klarna.	SaaS	M&A	Undisclosed
Aug-21		#paid	SANDS CAPITAL	SaaS	Later stage VC	\$15m
Aug-21		MONDRIAN LABS	Emil CapiTal	Agency	Early stage VC	\$8m
Sep-21		Q Creator IQ	Affinity TVC CAPITAL Unilever	SaaS	Later stage VC	£29m
Sep-21		Tribe Dynamics	Q Creator IQ	SaaS	M&A	\$70m
Oct-21		S GRIN	LONE PINE CAPITAL	SaaS	Later stage VC	\$110m
Nov-21		∏ tagger	A Five Elms Capital	Agency	Later stage VC	\$15m

OBSERVATIONS

Influencer marketing is fast becoming an integral marketing strategy as global brands seek to connect with a burgeoning online and digital audience.

In turn, great confidence has been placed in both influencer agencies and platforms with 2021 proving to be a transformative year of M&A for the industry. This has been evidenced by an influx of private equity and late stage venture capital investment, with notable deals including Inflexion's acquisition of Goat, Five Elm's investment in Tagger, Sands Capital's investment in #paid and BGF's investment in Genflow, .

Technology continues to be a disruptor to the influencer agency sector, particularly where tech can give brands greater data transparency around campaign analytics. Tech-enabled influencer agencies therefore continue to represent attractive propositions for both investors (see Guinness' acquisition of Tailify) and strategic acquirers such as VC backed Creator-IQ, Klarna and Meltwater, who are undertaken a strategic focus on social media M&A.

LOOKING AHEAD

Influencer marketing is showing no signs of slowing down, with The Drum projecting that the market will reach \$22 billion in 2022*.

We expect influencer marketing to become a pivotal piece of companies' B2C marketing strategy as brands seek to leverage a booming 'creator economy'. As increased marketing spend is focused on influencer strategies, companies will seek greater returns on investment, which will in turn require a shift towards outcome based approaches and utilising technology to monitor engagement metrics.

The outlook for investment is positive and influencer marketers will continue to attract attention from late stage venture capital and private equity as the industry continues to professionalise. Strategic M&A should also prosper as established marketing groups seek to acquire adjacent capabilities and existing influencer marketers look to consolidate and increase tech-enablement.

Source: PitchBook data

Source: *The Drum, 'Influencer Marketing Evolves', April 2021



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SOCIAL GAMING



NOTABLE TRANSACTIONS

Source: PitchBook data

Date	Location	Target	Buyer / investor	Target description	Deal type	Value
Feb-21		CODEMASTERS		Developer & Publisher	M&A	\$1bn
Mar-21		MEDIATONIC	EPIC	Developer	M&A	Undisclosed
Mar-21		RYBLEX	IPO	Platform	IPO	\$45m
Mar-21		ZeniMax ^a	■ Microsoft	Developer & Publisher	M&A	\$8bn
Apr-21		ромироца	Meta	Developer	M&A	Undisclosed
Apr-21			Keywords	Developer	M&A	£43m
May-21		supersonic	Tencent	Developer & Publisher	M&A	Undisclosed
May-21		જ્રીપ ા		Developer & Publisher	M&A	\$2bn
Jun-21		Unit 2 Games	Meta	Developer	M&A	Undisclosed
Jun-21		BIG BOX	Meta	Developer	M&A	Undisclosed
Sep-21		A Playdemic		Developer	M&A	£1bn

OBSERVATIONS

The social gaming sector has been a significant beneficiary of the Covid-19 pandemic as the hospitality industry endured shutdowns, therefore forcing consumers to engage with their friends in a socially distant manner.

Large US technology companies increased their M&A activity as they sought to take advantage of potential growth opportunities. Most notably, Meta made three acquisitions in 2021 to bolster their virtual reality initiative.

Meanwhile, leading gaming studios were consolidating during the year, with Tencent (16) and EA Games (4) completing a combined 20 acquisitions.

Rapid growth has inevitably drawn active outside interest from institutional investors as they poured \$13bn into gaming companies in 2021*. The three most active VC funds in this space were all based in the US and combined for a total of 79 transactions (Bitkraft 27, Galaxy 27 and Makers Fund 25).

LOOKING AHEAD

We expect the social gaming market to continue attracting attention from both institutional and strategic investors. For example, China accounts for 25% of the global video game industry and as they continue to impose tight restrictions as part of their 'zero Covid' strategy, this could prove to be a significant driver for the industry in 2022.

Beyond the potential impact of Covid-19, we expect the metaverse to also have a substantial impact on the gaming space in 2022. Apple, Snapchat, Samsung and Microsoft are all racing to develop augmented / virtual reality devices and operating systems. These technology giants are setting the pace so far, but leading game and design platforms including Roblox, Nvidia, Unity and Epic Games are also looking to capitalise on the growth in the metaverse.

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Source: *Drake Star Partners: Global Gaming Report 2021

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WY Partners offers specialist M&A and strategic advice at the intersection of media and technology industries, supporting ambitious clients through the journey.



We advise businesses in the media and technology industries who are seeking to sell all or part of their business. Our invaluable insight into the buyer strategy is exactly what it takes to maximise value and efficiently drive a transaction to completion.



We advise buyers and investors in media and technology businesses to identify the best partners and deliver the best, most efficient processes, always being close to the detail to drive the best value.



Through our network of experienced investors, we are able to identify and connect businesses to their best strategic partners, advising them through the process and securing the best deal for all parties.



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LOOKING FORWARD INTO 2022

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ABOUT WY PARTNERS

WHAT OUR CLIENTS SAY

A selection of testimonials from our clients.

I am thrilled to recommend WY Partners to anyone thinking about selling their company or considering a sell-side advisor. The team helped us navigate complex issues at every stage of the process and at all hours of the day and night. WY Partners is a world-class partner and there is no way this deal would have happened without them, and their steady guidance and support."

Brian Bowman

Chief Executive Officer, Consumer Acquisition





It is a pleasure to have WY Partners as our key buy-side M&A advisor. WY's market knowledge and support is invaluable, they show great commitment and enthusiasm to always deliver the best outcome. WY provide us with clear commercial advice, added value, and manage the process from start to finish. Their personal and pragmatic approach is always appreciated and they consistently overdeliver."

Neal Gandhi

Chief Executive Officer, TPXimpact



Partners throughout the exit planning and company sale processes. They did everything they promised and worked tirelessly and professionally every step of the way. I found a lot of comfort in the helpful advice and consistent support from the WY team, who always had our best interests in mind. Their deep transaction and industry expertise enabled us to achieve the best outcome for our company."

Shumel Lais

Chief Executive Officer, Appsumer



When it came time to begin a process WY worked tirelessly to match our plans for the business with the search for a potential partner. WY Partners identified Ultima as a potential buyer and led the subsequent process; their judgement, investment knowledge, and collaborative approach ensured we made the best decision. They delivered value at every stage and were instrumental in the successful sale of our business. They felt very much part of our internal team throughout, and we would have no hesitation in recommending them to owners considering the sale of their business."

Sam Booth

Chief Executive Officer, Just After Midnight





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ABOUT WY PARTNERS

A SELECTION OF OUR TRANSACTIONS

We have worked on a number of exciting deals over the past few years.











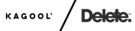












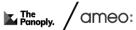




















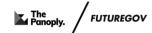


































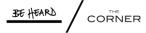






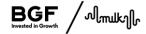












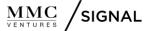










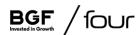
















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ABOUT WY PARTNERS

SECTOR EXPERTISE

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We are passionate about the sectors within which we work and have published thought leadership articles across the media and technology space, as well as an interactive tracker of the latest deals which is accessible on our website.

WY M&A TRACKER



See how we analyse the latest global M&A activity across the media and technology sectors with our live M&A tracker.

Click here to view our live M&A tracker

M&A DIGEST GROUP



Interested in staying up to date with the latest M&A activity in media and technology sectors? Join our LinkedIn group today to be part of conversations with like-minded people and share the latest industry news and insights.

Click here to join our group



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