



M&A KEY FACTS

450+

Deals in media & technology

-14%

Growth vs Q1-22

£10.2bn

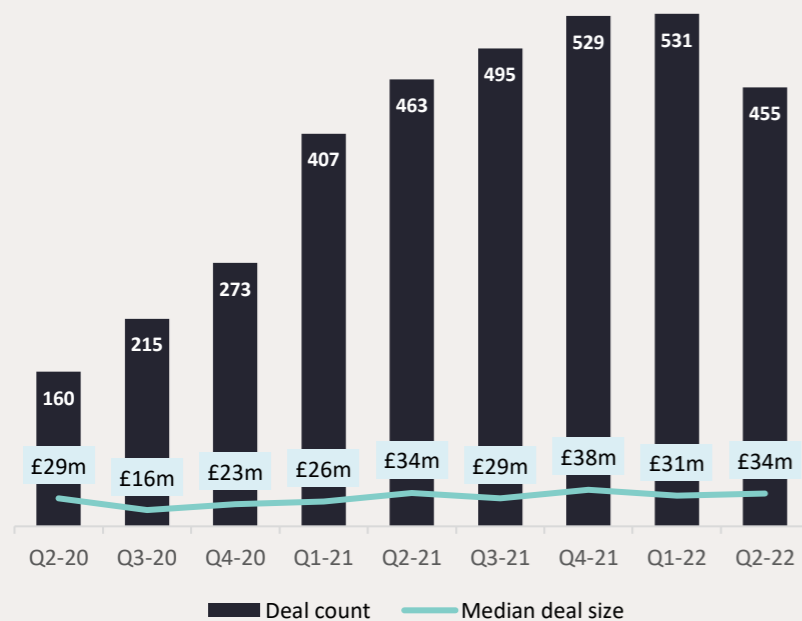
Largest deal: Take-Two / Zynga

£50.2bn

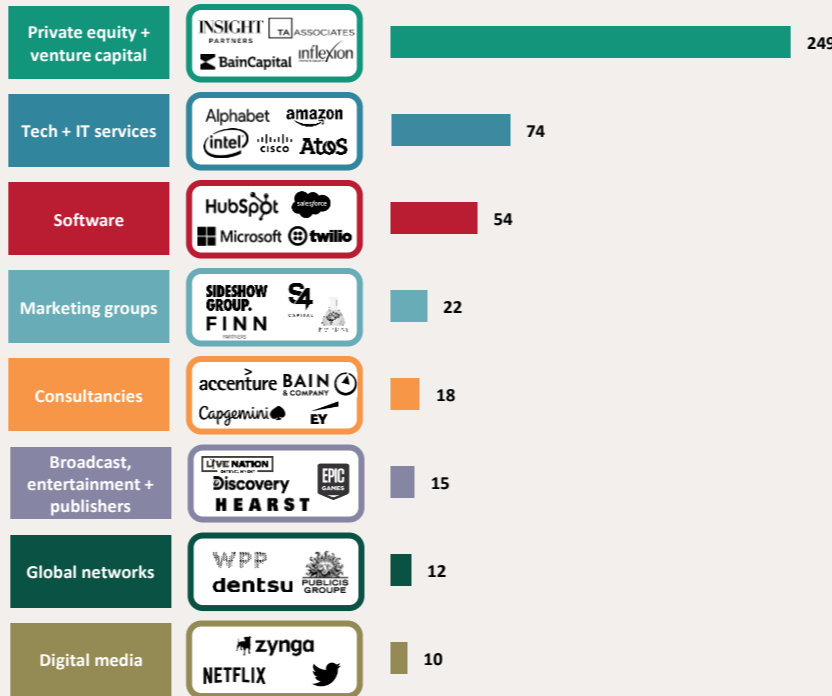
Capital invested (disclosed deals amounts only)

Source: PitchBook

GLOBAL TRANSACTION TRENDS



BUYER & INVESTOR LANDSCAPE OVERVIEW



THE VIEW FROM WY

Driven by macroeconomic factors, Q2 saw a slight slowdown in deal volumes with market activity returning to similar levels seen in 2019. Private equity firms remain very active, driven by high levels of dry powder.

As with Microsoft and Activision Blizzard in Q1, the gaming space saw a couple of mega deals with Take Two's \$14bn acquisition of Zynga and Sony's \$2bn acquisition of Epic Games.

In the marcomms world, the Global Networks were more active than Q1 with 12 deals, illustrating their appetite to expand into new geographies and acquire new capabilities to keep up with challenger agencies. One of those challengers, Next 15, enjoyed a busy Q2, completing the takeover of Engine Group, but saw their bid for M&C Saatchi rejected. The leading deal amongst the networks was Publicis' £167m acquisition of Profitero, an e-commerce insights platform.

Media and tech businesses remain attractive targets for lower mid-market private equity. LDC invested in Blis, a media planning platform, and acquired IT consultancy Aspire Tech for £85m; Mobeus acquired Gungho Marketing and ECI acquired BCN Group from Beech Tree. PE-backed marketing groups were less active in the quarter, although Brainlabs expanded into India with the acquisition of Nabler and acquired influencer specialists, Fanbytes.

SPOTLIGHT ON

E-commerce

Buyers and investors continue to show strong appetite for assets with e-commerce capabilities, particularly those that specialise in logistics and fulfilment, which can put an end to reliance on third-parties and enable an end-to-end solution. Publicis acquired an e-commerce analytics tool, Profitero, while WPP launched Everymile, a managed service that provides brands with a direct-to-consumer e-commerce solution. The theme of providing an end-to-end solution can also be seen in Shopify's largest ever acquisition, Deliverr, which offers e-commerce fulfilment.



Digital transformation

Harnessing new technologies remains a priority for businesses looking to accelerate their digital strategies. This has created significant demand in recent years not only for technology and software providers but for consultancies and agencies alike. Q2 saw interesting moves for digital transformation businesses from both private equity, with ECI acquiring BCN Group from Beech Tree, and trade buyers with S4 Capital subsidiary Media Monks, acquiring e-commerce transformation advisors TheoremOne.



WY DEAL SPOTLIGHT



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 which can be viewed on our website.

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