To: Asia Private Equity Client

From: Rockwall Analytics

Subject: Acquistion of an online gaming company - Investment Banking

Date: October 8, 2020

Select the appropriate comparable companies
Determining the most relevant companies to benchmark Zeta against

Additional Information

Selecting the "right" set of companies with a business model comparable to Zeta to help us understand Zeta's performance and valuation relative to its peer companies. Like comparing "apples to apples"

OUR TASK

Using the excel file:

1. filter through the "Dataset" tab and select the appropriate companies most similar to Zeta Inc.

2. record our findings in the "Template" tab of the excel file