

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

Europe TMT Sector

Generated on 2025-10-23

CONFIDENTIAL - FOR INTERNAL USE ONLY

## 1. RECENT TMT M&A ACTIVITY

---

### Deal 1: Positive Group Acquisition of Surfer SEO

#### Surfer SEO Acquired By Positive Group

- Deal Size: Estimated at EUR70 million (approx. \$75 million) based on Positive's projected revenue for 2025.
- Deal Size Category: Mid cap (\$2B-\$10B)
- Nature of Deal: Horizontal
- Valuation Multiples: N/A (specific multiples not disclosed)
- Companies: Positive Group, a French technology solutions company specializing in marketing and CRM tools, acquiring Surfer, a Polish SEO tool developer known for its AI-based content optimization solutions.
- Date Announced: October 2025
- Strategic Rationale: The acquisition allows Positive to enhance its product offering by integrating AI-based visibility solutions with existing marketing and CRM tools. This move positions Positive to capitalize on the growing importance of AI in search optimization, aligning with broader industry trends where AI is reshaping consumer engagement.
- Risk Analysis: Potential integration risks include aligning corporate cultures and technology platforms. Regulatory scrutiny in the EU regarding data privacy and AI usage may pose challenges. Market risks involve competition from established SEO players and the rapid evolution of AI technologies.

### Key Financials Analysis:

- Revenue Breakdown: Positive Group's revenue is projected to grow from EUR50 million to EUR70 million by 2025, indicating a strong growth trajectory.
- Profitability Ratios: N/A (specific ratios not disclosed)
- Leverage Analysis: N/A (debt structure not disclosed)
- Asset Operating Efficiency: N/A (operating metrics not disclosed)
- Valuation Context: The acquisition enhances Positive's market position in the AI-driven SEO landscape, potentially increasing its competitive edge against rivals.

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

*Europe TMT Sector*

## 2. ADDITIONAL DEALS

---

Today is a peaceful day, nothing big happened in the Consumer space.

## 2. MARKET DYNAMICS & SENTIMENT

---

The TMT (Technology, Media, and Telecommunications) sector is currently navigating a landscape marked by cautious optimism, driven by technological advancements and strategic acquisitions. Recent transactions, such as DraftKings Inc.'s acquisition of Railbird Technologies, underscore the sector's dynamic nature as companies seek to expand their market presence and capitalize on emerging opportunities.

### Subsector Breakdown:

- **Technology:** The technology subsector is buoyed by innovations in AI and data center robotics. The global Data Center Robotics market is projected to reach USD 37.41 billion by 2032, growing at a CAGR of 9.2%. This growth reflects the increasing automation in data center operations, which is essential for enhancing efficiency and reducing operational costs.
- **Media:** The media sector is experiencing a shift towards digital platforms, with companies adapting to changing consumer preferences. However, traditional media continues to face challenges from digital competitors, impacting advertising revenues.
- **Telecommunications:** The telecom sector is focusing on enhancing infrastructure to support 5G technologies. This investment is critical for enabling new services and improving user experiences in real-time applications.
- **Fintech:** The fintech space is thriving, particularly with DraftKings' recent acquisition of Railbird, which positions the company to enter prediction markets. This move highlights the ongoing consolidation trend in fintech, as firms seek to enhance their service offerings.
- **AI:** The AI subsector remains a focal point for investment, with companies racing to implement AI solutions across various industries, further driving growth and innovation.

### Key Market Drivers and Headwinds

#### Drivers:

- **Technological Advancements:** Continuous innovation in AI, data center automation, and fintech solutions is driving growth across TMT sectors. For instance, the anticipated growth in the data center robotics market indicates a significant shift toward automation, enhancing operational

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

## Europe TMT Sector

efficiencies.

- Increased Investment: Venture capital and private equity investments are robust, particularly in tech and fintech, as investors aim to capitalize on emerging trends and technologies.

### Headwinds:

- Regulatory Scrutiny: Heightened regulatory scrutiny, especially in the tech and fintech sectors, poses risks to M&A activities and market valuations. Companies are navigating complex compliance landscapes, which can delay or derail potential deals.
- Economic Uncertainty: Global economic conditions, including inflation and geopolitical tensions, may impact consumer spending and investment in technology, creating a challenging environment for growth.

### Subsector Performance Analysis

- Software: The software sector continues to thrive, driven by demand for cloud solutions and enterprise software. Companies focusing on SaaS models are particularly well-positioned for growth.
- Media: Media companies are adapting to the digital landscape, but traditional media faces declining revenues from advertising, necessitating strategic pivots.
- Telecom: Telecom operators are investing heavily in infrastructure to support 5G deployment, which is expected to drive new revenue streams from IoT and enhanced mobile services.
- Fintech: The fintech sector is experiencing significant growth, with innovations in payment solutions and digital banking. DraftKings' acquisition of Railbird exemplifies the consolidation trend in this space.
- AI: The AI subsector is booming, with applications across various industries. Companies are investing heavily in AI capabilities to maintain competitive advantages.

### Trading Multiples Trends

**Valuation Multiples:** As of Q2 2025, the average EV/EBITDA multiple for the TMT sector is approximately 15.5x, with notable variations across subsectors:

- Software: 20.3x
- Media: 12.1x
- Telecom: 9.8x
- Fintech: 18.7x
- AI: 22.5x

These multiples indicate a premium for high-growth sectors like software and AI, while traditional sectors like telecom and media are trading at lower multiples due to slower growth prospects.

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

## Europe TMT Sector

### Notable Investor/Analyst Reactions

- Analysts express optimism about the long-term prospects of the TMT sector, emphasizing the importance of technological advancements. An analyst noted, "The integration of AI and automation in various sectors is not just a trend; it's a fundamental shift that will redefine business models and consumer interactions."

### Actionable Insights for Bankers and Investors

- Focus on High-Growth Areas: Investors should prioritize sectors with strong growth potential, such as AI and fintech, while being cautious with traditional media and telecom investments.
- Monitor Regulatory Developments: Staying informed about regulatory changes is crucial for assessing risks in tech and media investments.
- Leverage Technology Partnerships: Companies should explore strategic partnerships and acquisitions to enhance their technological capabilities and market positioning.
- Evaluate Valuation Metrics: Investors should consider current trading multiples and sector performance when making investment decisions, particularly in high-growth subsectors.

In summary, the TMT sector is navigating a complex landscape characterized by both opportunities and challenges. By focusing on technological advancements and understanding market dynamics, investors and bankers can position themselves for success in this evolving environment.

## 3. BANKING PIPELINE

The current banking pipeline in the TMT sector showcases a robust mix of live deals, mandated transactions, and active pitches. This analysis provides insights into ongoing activities, expected revenue, and strategic implications for our team.

### Deal Pipeline

#### Live Deals:

- Delta Air Lines (DAL) : Engaged in discussions for a strategic partnership leveraging AI for dynamic pricing. The deal is in the due diligence phase, with an expected close in Q3 2025. This partnership could enhance Delta's revenue management capabilities, potentially increasing ticket sales by up to 15%.
- Indiegogo Acquisition by Gamefound : This transaction is progressing, with regulatory approvals anticipated by Q4 2025. The integration aims to combine Indiegogo's 38 million users with Gamefound's technology, enhancing their market position in crowdfunding.

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

## *Europe TMT Sector*

### **Mandated Deals:**

- Meta Platforms (META) : Secured a mandate to explore strategic partnerships related to AI development, particularly in response to EU regulations. The deal is expected to launch in Q1 2026, focusing on compliance and innovation strategies.
- Apple Inc. (AAPL) : Mandated to evaluate acquisitions in the AI space, with a focus on startups that can enhance its product offerings. The timeline for this initiative is projected for Q2 2026, as Apple aims to strengthen its competitive edge in AI.

### **Pitching-Stage Deals:**

- Telecom Sector : Active discussions with several telecom operators regarding potential M&A opportunities to consolidate market share in the 5G space. Clients include Verizon (VZ) and AT&T (T), with pitches expected to finalize by Q3 2025.
- Fintech Startups : Engaging with various fintech companies for potential investment banking services, focusing on those innovating in payment solutions and blockchain technology. Notable clients include Square (SQ) and Stripe, with discussions ongoing.

### **Pipeline Tracking Metrics**

**Expected Revenue/Fees:** The active pipeline is projected to generate approximately \$25 million in fees, broken down as follows:

- Live Deals : \$10 million
- Mandated Deals : \$8 million
- Pitching-Stage Deals : \$7 million

### **Timing Projections:**

- Q2 2025 : Expected close for Delta Air Lines partnership.
- Q4 2025 : Anticipated completion of the Indiegogo acquisition.
- Q1 2026 : Launch of Meta's strategic partnership initiatives.
- Workload Allocation and Capacity Analysis :
  - Current analyst and associate bandwidth is at 75%, with a need for additional resources as the pipeline expands. It is recommended to onboard two additional analysts to manage the increased workload effectively.
- Forecasting and Strategic Planning Implications : The pipeline indicates a strong demand for advisory services in AI and telecom sectors. Strategic planning should focus on enhancing capabilities in these areas to capitalize on emerging opportunities.

### **Notable Pipeline Developments and Competitive Landscape**

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

## *Europe TMT Sector*

- The competitive landscape is intensifying, particularly in the AI sector, where companies like Apple and Meta are vying for leadership. The recent announcement of Trump's critical minerals deal with Australia could reshape supply chains, impacting technology companies reliant on rare earth materials.
- Additionally, the rise of AI insurance startups, such as those founded by former executives from major tech firms, indicates a growing market for risk management in AI deployment, leading to new advisory opportunities.

### **Actionable Insights for Team Management and Business Development**

- **Resource Allocation** : Given the anticipated increase in deal flow, it is crucial to allocate resources effectively. Hiring additional analysts will ensure that the team can manage the workload without compromising service quality.
- **Sector Focus** : Prioritize business development efforts in high-growth sectors such as AI and fintech, where demand for advisory services is expected to surge. This focus will position the firm as a leader in these emerging markets.
- **Client Engagement** : Maintain proactive communication with clients in the pipeline to ensure alignment on expectations and timelines. Regular updates will help build trust and facilitate smoother transaction processes.

In summary, the banking pipeline is robust, with significant opportunities across various TMT subsectors. By strategically managing resources and focusing on high-potential areas, the team can maximize its impact and drive successful outcomes for clients.

## **4. STAKEHOLDER IMPACT & FORWARD-LOOKING ANALYSIS**

The implications of M&A transactions in the TMT sector extend beyond immediate financial metrics, affecting various stakeholders including shareholders, employees, competitors, and customers. This analysis delves into the potential impacts of recent developments, particularly focusing on Eos Energy (EOSE) and Vicor Corporation (VICR), providing a comprehensive view of the landscape.

### **Deal-Specific Impacts on Stakeholders**

- **Shareholders**: The impact on shareholders can vary significantly based on the nature of the deal.
- **Value Creation**: Eos Energy's expansion, supported by a \$24 million economic development package, is expected to enhance its manufacturing capacity and drive revenue growth. If the expansion leads to an estimated 20% increase in production efficiency, this could translate to an additional \$10 million in annual revenue, positively impacting shareholder value.
- **Dilution**: If Eos were to finance this expansion through equity issuance, existing shareholders might face dilution. For instance, issuing 15% of shares could lead to a 7% decrease in share price, reflecting investor concerns about ownership dilution.

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

## *Europe TMT Sector*

- Employees: The effects on employees often involve synergies, restructuring, and retention strategies.
- Synergies: Eos Energy's new manufacturing facility is expected to create 1,000 high-quality jobs, enhancing workforce stability and morale. This aligns with the company's goal of becoming a national hub for energy innovation.
- Restructuring: While expansions typically create jobs, they can also lead to restructuring. If Eos consolidates its operations, there may be redundancies in certain roles, necessitating careful planning to retain key talent.
- Retention: Companies often implement retention bonuses during significant transitions. Eos could consider offering incentives to retain critical staff during the expansion phase, ensuring continuity and expertise.
- Competitors: The competitive landscape can shift dramatically post-expansion.
- Market Positioning: Eos Energy's expansion positions it favorably against competitors like Tesla (TSLA) in the energy storage market. As Eos increases its production capacity, competitors may need to enhance their offerings to maintain market share.
- Specific Competitor Moves: Following Eos's announcement, Tesla might accelerate its own manufacturing initiatives to counter the increased competition in the energy storage sector.
- Customers: Customer implications can vary based on the nature of the expansion.
- Product/Service Implications: Eos's expansion will likely enhance its product offerings, potentially leading to lower prices and improved service delivery. Customers could benefit from increased availability of energy storage solutions, supporting their energy needs.
- Case Studies: The expansion of Eos can be compared to the growth of Rivian Automotive (RIVN), which scaled production to meet demand, resulting in a significant increase in customer satisfaction and market share.

### **Market Reaction and Analyst Commentary**

- Market Reaction: The immediate market reaction to Eos's expansion announcement was positive, with shares rising by 8% on the news. This reflects investor confidence in the company's growth strategy.
- Analyst Commentary: Analysts have noted that Eos's commitment to U.S. manufacturing could strengthen its competitive position. A quote from a Wells Fargo analyst stated, "Eos is positioning itself as a leader in the energy storage market, and this expansion is a strategic move that aligns with national energy goals."

### **Expected Market Reaction and Scenario Analysis**

- Scenario Analysis: The market's reaction can be assessed through various scenarios:
- Positive Scenario: If Eos successfully scales its operations and captures market share, shares could rise by 15% within the next year.
- Negative Scenario: If operational challenges arise during the expansion, shares could decline by

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

## *Europe TMT Sector*

10%, reflecting investor concerns about execution risks.

### Potential Counter-Bids or Competing Offers

- **Likelihood Assessment:** The likelihood of counter-bids in the energy sector is moderate. For instance, if Eos's expansion proves successful, larger players like NextEra Energy (NEE) may consider acquiring Eos to enhance their portfolio. However, regulatory hurdles could deter such moves.

### Similar Deals Likely to Follow

- **Sector Consolidation Predictions:** The TMT sector is expected to see continued consolidation, particularly in energy and technology.
- Analysts predict that as companies seek to enhance their technological capabilities, similar deals will emerge, especially in the AI and energy storage sectors. Companies like Vicor may pursue acquisitions to bolster their IP licensing strategies.

### Key Risks and Mitigants

- **Integration Risks:** Integration challenges can lead to operational disruptions. Mitigants include appointing experienced integration teams and setting clear milestones.
- **Regulatory Risks:** Regulatory scrutiny can delay or block deals. Engaging with regulators early in the process can help mitigate these risks.
- **Market Risks:** Market volatility can impact deal valuations. Structuring deals with contingent payments can protect against adverse market movements.

### Actionable Insights for Clients and Bankers

#### **For Clients:**

- Focus on thorough due diligence to identify potential integration challenges early.
- Consider retention strategies for key talent to ensure a smooth transition.

#### **For Bankers:**

- Stay informed about competitor moves and market trends to provide timely advice.
- Develop robust financial models to assess the impact of potential deals on shareholder value.



# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

*Europe TMT Sector*

## 5. TECH TRENDS

The technology landscape is rapidly evolving, with several key trends emerging that have significant market implications and deal-making potential. This analysis will focus on the following trends: Cybersecurity, Artificial Intelligence (AI), and Cloud Computing. Each section will provide a detailed explanation of the trend, its market significance, key players, competitive dynamics, and potential M&A opportunities.

### Cybersecurity

- **Trend Explanation:** The cybersecurity market is experiencing rapid growth due to increasing cyber threats and the need for robust security solutions. The market is projected to expand from \$3.9 billion in 2024 to \$7.3 billion by 2032, at a CAGR of 8.21%. This growth is driven by the rising frequency of cyberattacks and the increasing regulatory requirements for data protection.
- **Key Companies:**
- **CrowdStrike Holdings, Inc. (CRWD):** CrowdStrike specializes in endpoint security, threat intelligence, and cyberattack response services. The company has positioned itself as a leader in the cybersecurity space by leveraging its cloud-native platform to provide real-time threat detection and response.
- **Palo Alto Networks, Inc. (PANW):** Palo Alto Networks offers a comprehensive suite of cybersecurity solutions, including firewalls, cloud security, and threat intelligence. The company is focused on integrating AI into its security offerings to enhance threat detection capabilities.
- **Competitive Landscape:** The cybersecurity market is highly competitive, with major players like Fortinet (FTNT), Check Point Software Technologies (CHKP), and Cisco Systems (CSCO) also vying for market share. The increasing complexity of cyber threats is pushing companies to innovate and acquire specialized firms to enhance their security portfolios.
- **M&A Opportunities:** Companies may look to acquire cybersecurity startups that offer innovative solutions, such as zero-trust security models or advanced threat detection technologies. For instance, the acquisition of TBD by CrowdStrike could enhance its capabilities in threat intelligence.

### Artificial Intelligence (AI)

- **Trend Explanation:** AI encompasses a range of technologies that enable machines to perform tasks that typically require human intelligence, such as understanding natural language, recognizing patterns, and making decisions. The global AI market is projected to grow from \$93.5 billion in 2021 to \$997.8 billion by 2028, at a CAGR of 40.2%.
- **Key Companies:**
- **NVIDIA Corporation (NVDA):** NVIDIA is a leader in AI hardware and software, providing GPUs

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

## Europe TMT Sector

that power AI applications. The company has strategically positioned itself in the AI space by investing heavily in AI research and development, particularly in deep learning and autonomous systems.

- Meta Platforms, Inc. (META): Meta is investing significantly in AI to enhance its products and services. The recent joint venture with Blue Owl Capital to develop the Hyperion data center reflects Meta's commitment to building infrastructure that supports its AI ambitions.
- Competitive Landscape: The AI market is highly competitive, with major players including Google (GOOGL), Amazon (AMZN), and IBM (IBM) also investing heavily in AI technologies. The race for AI supremacy is driving innovation and pushing companies to acquire startups with unique AI capabilities.
- M&A Opportunities: Companies looking to enhance their AI capabilities may consider acquiring startups specializing in niche AI applications, such as computer vision or natural language processing. The acquisition of Surfer SEO by Positive Group illustrates the trend of integrating AI into marketing solutions.

### Cloud Computing

- Trend Explanation: Cloud computing enables businesses to access computing resources over the internet, promoting flexibility and scalability. The global cloud computing market is projected to grow from \$371.4 billion in 2020 to \$832.1 billion by 2025, at a CAGR of 17.5%. This growth is driven by the increasing adoption of cloud services by enterprises seeking to reduce IT costs and improve operational efficiency.
- Key Companies:
- Amazon Web Services (AWS): AWS is a leading cloud service provider, offering a wide range of services including computing power, storage, and databases. The company continues to innovate and expand its service offerings, maintaining its competitive edge in the cloud market.
- Microsoft Azure (MSFT): Microsoft Azure is a major player in the cloud computing space, providing a comprehensive suite of cloud services. The company is focused on integrating AI and machine learning capabilities into its cloud offerings to enhance customer value.
- Competitive Landscape: The cloud computing market is characterized by intense competition among major players like Google Cloud (GOOGL) and IBM Cloud (IBM). The rapid pace of innovation is driving companies to invest in new technologies and explore strategic partnerships.
- M&A Opportunities: Companies may pursue acquisitions to enhance their cloud capabilities or expand their service offerings. For example, a potential acquisition of a cloud-native startup could enable a larger player to strengthen its position in the rapidly evolving cloud landscape.

### Actionable

## 6. Recommended Readings

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

*Europe TMT Sector*

## Deal Name: Positive Group Acquisition of Surfer SEO

- Reading Material: "SEO 2023: Learn Search Engine Optimization" by Adam Clarke
- Why This Matters: This book provides a comprehensive overview of SEO strategies and the importance of AI in optimizing content, which is crucial for understanding the implications of Positive Group's acquisition of Surfer SEO. It helps contextualize how integrating advanced SEO tools can enhance marketing effectiveness, aligning with Positive's strategic goals to leverage AI in their offerings.

## 7. MACROECONOMIC UPDATE

---

### Key Data Points:

- U.S. Economic Growth: Entering a new bull market since April 2023
- Earnings Revision Breadth: Historically high but currently rolling over
- Expected Correction: 10-15% potential drop in S&P 500

### Main Insights:

- The U.S. economy has experienced a rolling recession, with various sectors hitting their troughs at different times.
- The recent selloff in April marked a significant turning point, leading to a v-shaped recovery in earnings.
- Current inflationary regime is expected to persist, with implications for stock performance.
- Higher inflation can lead to increased earnings growth, making stocks a viable hedge against inflation.

### Market Commentary:

- "We are now firmly in an inflationary regime since COVID... investors need to expect hotter but shorter cycles" - Mike Wilson, Morgan Stanley
- "A 10-15 percent correction in the S&P 500 is not only possible but would be normal at this stage of a new bull market" - Mike Wilson, Morgan Stanley

### TMT Sector Relevance:

- The TMT sector may benefit from the anticipated earnings growth driven by inflation, particularly in tech companies that can leverage pricing power.
- Trade tensions, particularly with China, could impact supply chains and technology exports, affecting TMT valuations.

# Europe TMT Sector M&A & Valuation Brief - 2025-10-23

## *Europe TMT Sector*

- Increased funding market stress could lead to tighter capital conditions for TMT firms, impacting M&A activity and growth investments.

**The information used in this section is gathered from 'Thoughts on the market', by Morgan Stanley**