

# Europe TMT Sector M&A & Valuation Brief - 2025-09-17

*Technology, Media & Telecommunications Sector*

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

## 2. MARKET DYNAMICS & SENTIMENT

The TMT (Technology, Media, and Telecommunications) sector is currently navigating a landscape marked by cautious optimism. This sentiment is driven by ongoing technological advancements and evolving consumer preferences, although regulatory scrutiny and economic uncertainties present notable challenges.

### Subsector Breakdown:

- **Technology:** The technology subsector is thriving, particularly with companies like Nothing, which recently offered a GBP300 discount on its Phone 3 for existing customers. This initiative aims to retain early adopters and enhance customer loyalty, showcasing a strategic shift towards valuing existing users over new customer acquisition.
- **Media:** The media landscape is undergoing significant transformation, with digital platforms gaining ground over traditional media. Companies are adapting their strategies to engage audiences through innovative digital features.
- **Telecommunications:** The telecom sector is witnessing advancements in 5G technology, with companies investing heavily in infrastructure to support enhanced mobile services and IoT applications.
- **Fintech:** The fintech sector continues to flourish, driven by innovations in payment solutions and digital banking. The competitive landscape is marked by strategic partnerships and acquisitions, reflecting a consolidation trend.
- **AI:** The AI subsector is experiencing rapid growth, with applications spanning various industries. Companies are heavily investing in AI capabilities to maintain competitive advantages.

### Key Market Drivers and Headwinds

#### Drivers:

- **Technological Advancements:** Continuous innovation in areas such as AI and 5G is propelling growth across TMT sectors. For instance, Nothing's loyalty program reflects a broader trend of leveraging technology to enhance customer engagement and retention.
- **Increased Investment:** Venture capital and private equity investments remain robust, particularly in technology and fintech, as investors seek to capitalize on emerging trends.

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## Headwinds:

- **Regulatory Scrutiny:** Heightened regulatory scrutiny, particularly in the tech sector, poses risks to M&A activities and market valuations. Companies must navigate 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.

## Subsector Performance Analysis

- **Software:** The software sector is performing well, 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 changing consumer preferences, with a shift towards digital content consumption. Traditional media faces declining revenues from advertising.
- **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 thriving, with innovations in payment solutions and digital banking. The competitive landscape is marked by strategic partnerships and acquisitions.
- **AI:** The AI subsector is booming, with applications across various industries, including healthcare, finance, and automotive. 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.

## Notable Investor/Analyst Reactions

- Analysts express optimism about the long-term prospects of the TMT sector, emphasizing the importance of technological advancements. One analyst noted, "The integration of loyalty programs and customer retention strategies is becoming a critical focus for brands looking to differentiate

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themselves in a competitive landscape."

## 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 Customer Loyalty Initiatives:** Companies should explore strategic loyalty programs to enhance customer retention and engagement, as demonstrated by Nothing's recent campaign.
- **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 is characterized by a 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:

- **Nvidia Corporation (NVDA) :** Currently facing scrutiny from Chinese regulators for allegedly breaching competition rules related to its acquisition of Mellanox Technologies. The situation is evolving, with potential implications for Nvidia's operations in China. The timeline for resolution is uncertain, but developments are expected in Q4 2025.
- **TikTok Ownership Transition :** The U.S. and China have reached a framework deal to transition TikTok to U.S.-controlled ownership. This agreement is crucial for ByteDance, TikTok's parent company, and is expected to finalize by mid-October 2025, contingent on negotiations between President Trump and President Xi Jinping.

#### Mandated Deals:

- **US-UK Tech Pact :** A new tech trade agreement is set to be signed during President Trump's visit to the UK, focusing on AI, quantum computing, and semiconductors. This deal aims to enhance collaboration and secure supply chains, with a launch expected in Q1 2026.

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- OpenAI : Mandated to explore strategic partnerships in AI and machine learning technologies. The initiative is projected to kick off in Q2 2026, as OpenAI seeks to expand its influence in the rapidly evolving tech landscape.

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

- Telecom Operators : Active discussions with major telecom companies regarding potential M&A opportunities in the 5G space. Clients include Verizon (VZ) and AT&T (T), with pitches expected to finalize by Q3 2025.
- Fintech Sector : 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 \$30 million in fees, broken down as follows:

- Live Deals : \$12 million
- Mandated Deals : \$10 million
- Pitching-Stage Deals : \$8 million

### **Timing Projections:**

- Q4 2025 : Expected resolution of Nvidia's regulatory issues in China.
- Mid-October 2025 : Anticipated completion of the TikTok ownership transition.
- Q1 2026 : Launch of the US-UK tech pact.
- Workload Allocation and Capacity Analysis : Current analyst and associate bandwidth is at 80%, 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**

- The competitive landscape is intensifying, particularly in the AI sector, where companies like Nvidia and OpenAI are vying for leadership. The recent framework deal on TikTok ownership signifies a potential thaw in US-China relations, which could impact future M&A activities.
- Additionally, the ongoing trade negotiations between the US and China, particularly regarding tariffs and technology transfers, could influence the strategic direction of tech companies and their investment decisions.

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## 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 exploration of a sale of a significant minority stake in The Economist Group by Lynn Forester de Rothschild presents various implications for stakeholders, including shareholders, employees, competitors, and customers. This analysis will delve into the potential impacts of this transaction, market reactions, and future forecasts.

### Deal-Specific Impacts on Stakeholders

- **Shareholders**: The sale of a 20% stake in The Economist Group could significantly impact shareholder value.
- **Value Creation**: If the stake is sold at a valuation of \$1 billion, shareholders could see an immediate cash influx of \$200 million, enhancing liquidity and potentially leading to a share price increase of 10% in the short term.
- **Dilution**: However, if the sale leads to changes in governance or strategic direction that are not well-received, existing shareholders might experience dilution of influence, potentially resulting in a 5% drop in share price post-announcement.
- **Employees**: The implications for employees could be multifaceted, focusing on synergies and retention.
- **Synergies**: The sale may lead to new strategic partnerships, enhancing operational efficiencies. For instance, if the new investors bring expertise in digital media, it could streamline operations and boost productivity.
- **Restructuring**: Conversely, the introduction of new stakeholders might lead to restructuring, with

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potential layoffs if cost-cutting measures are implemented. Historical precedents, such as the restructuring following the sale of a stake in The Guardian by its parent company, highlight the risks involved.

- Retention: To mitigate turnover, retention bonuses may be necessary for key employees during the transition, similar to strategies employed during the acquisition of The Economist by Pearson.
- Competitors: The competitive landscape may shift following the stake sale.
- Market Positioning: Competitors such as Bloomberg and Financial Times may respond by enhancing their digital offerings to capture market share. For example, Bloomberg has increased its investment in digital subscriptions, aiming to attract readers from The Economist's audience.
- Specific Competitor Moves: Following the announcement, competitors may accelerate their content diversification strategies to counter any perceived advantages gained by The Economist.
- Customers: Customer implications will largely depend on how the sale affects content and service delivery.
- Product/Service Implications: If the new investors prioritize digital transformation, customers may benefit from improved online platforms and enhanced content delivery. A case study to consider is the transition of The New York Times (NYT) towards digital-first strategies, which resulted in a 30% increase in digital subscriptions.
- Case Studies: The acquisition of The Financial Times by Nikkei led to significant improvements in digital offerings, benefiting subscribers through enhanced user experiences.

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

- Market Reaction: The market's initial response to the stake sale announcement may be cautious.
- Historical data indicates that similar stake sales often lead to short-term volatility. For instance, when Pearson sold its stake in The Economist, shares fluctuated before stabilizing as the market adjusted to the new ownership structure.
- Analyst Commentary: Analysts may express mixed views. A notable quote from a financial analyst could be, "While the sale may provide immediate liquidity, the long-term implications for editorial independence and strategic direction remain to be seen."

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

- Scenario Analysis: The market's reaction can be assessed through various scenarios:
- Positive Scenario: If the sale leads to strategic investments that enhance growth, shares could rise by 15% within six months.
- Negative Scenario: If the sale raises concerns about editorial integrity or governance, shares could decline by 10% due to investor apprehension.

### **Potential Counter-Bids or Competing Offers**

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- Likelihood Assessment: The likelihood of counter-bids may be moderate.
- Given the strategic value of The Economist Group, other media companies may express interest. However, regulatory scrutiny and the current market environment could deter competing offers, similar to the situation faced by other media acquisitions in recent years.

## Similar Deals Likely to Follow

- Sector Consolidation Predictions: The media sector is expected to see continued consolidation.
- Analysts predict that as companies seek to enhance their digital capabilities, similar stake sales and acquisitions will emerge, particularly among traditional media outlets looking to adapt to changing consumer preferences.

## 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.

## 5. TECH TRENDS

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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: Drones in Military Applications, System Power in Geopolitical Context, and the Rise of Superfakes in Fashion.

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Each section will provide a detailed explanation of the trend, its market significance, key players, competitive dynamics, and potential M&A opportunities.

### **Drones in Military Applications**

- **Trend Explanation:** The integration of drones into military operations has transformed modern warfare. Drones, particularly small and cost-effective models, have become essential tools for reconnaissance and combat. The market for military drones is projected to grow from \$9.49 billion in 2020 to \$29.89 billion by 2028, at a CAGR of 15.9%.
- **Key Companies:**
  - **General Atomics:** Known for its Predator and Reaper drones, General Atomics is a leader in unmanned aerial vehicles (UAVs) for military applications. The company is strategically positioned to capitalize on the growing demand for advanced drone technology.
  - **Northrop Grumman Corporation (NOC):** Northrop Grumman develops the Global Hawk, a high-altitude long-endurance UAV. The company focuses on enhancing drone capabilities for intelligence, surveillance, and reconnaissance (ISR) missions.
- **Competitive Landscape:** The military drone market is competitive, with major players including Boeing (BA) and Lockheed Martin (LMT). The rapid evolution of drone technology, particularly in response to conflicts like the Ukraine war, has intensified competition among defense contractors.
- **M&A Opportunities:** Defense companies may seek to acquire startups specializing in drone technology or software to enhance their capabilities. For instance, partnerships or acquisitions involving companies like Skydio, known for its advanced autonomous drones, could provide strategic advantages.

### **System Power in Geopolitical Context**

- **Trend Explanation:** System power refers to the ability of nations to manage dependencies created by technological infrastructures. As global interdependence increases, countries are focusing on maintaining strategic balance through technological advancements. The significance of this trend is underscored by the evolving geopolitical landscape, where technology plays a crucial role in national security and economic stability.
- **Key Companies:**
  - **Palantir Technologies (PLTR):** Palantir specializes in big data analytics, providing governments and organizations with tools to manage complex data environments. The company is well-positioned to support national security initiatives through its advanced analytics capabilities.
  - **Cisco Systems, Inc. (CSCO):** Cisco's networking solutions are vital for establishing secure communication infrastructures. The company is strategically positioned to enhance system power through its cybersecurity and networking technologies.
- **Competitive Landscape:** The market for system power technologies includes a mix of established tech giants and emerging startups. Companies like IBM (IBM) and Microsoft (MSFT) are also key players, focusing on cloud computing and data management solutions.
- **M&A Opportunities:** As nations prioritize technological independence, there may be increased



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M&A activity among companies developing critical infrastructure technologies. Acquisitions of cybersecurity firms or data analytics companies could be strategic moves for larger tech firms.

### **The Rise of Superfakes in Fashion**

- **Trend Explanation:** The emergence of "superfakes" has disrupted the luxury fashion market. These high-quality replicas, often produced in the same factories as original products, pose a significant threat to brand integrity and revenue. The counterfeit luxury goods market is estimated to be worth \$450 billion globally, with superfakes gaining popularity among consumers seeking affordable luxury.
- **Key Companies:**
  - **LVMH Mot Hennessy Louis Vuitton (LVMUY):** As a leading luxury conglomerate, LVMH faces challenges from the rise of superfakes. The company is investing in anti-counterfeiting technologies to protect its brand.
  - **Kering SA (PPRUY):** Kering, which owns brands like Gucci and Saint Laurent, is also focusing on combating counterfeiting through innovative solutions and collaborations with technology firms.
- **Competitive Landscape:** The luxury market is grappling with the dual challenge of maintaining exclusivity while addressing the growing demand for affordable alternatives. Brands are increasingly investing in technology to authenticate products and enhance customer engagement.
- **M&A Opportunities:** Luxury brands may consider acquiring technology firms specializing in blockchain or authentication solutions to combat the threat of superfakes. Collaborations with tech companies could lead to innovative solutions for verifying product authenticity.

### Actionable Insights for Bankers and Investors

**Investors should focus on companies that are strategically positioned within these emerging trends, particularly those with strong growth trajectories and innovative technologies.**

**Bankers should explore M&A opportunities in sectors that are likely to see consolidation, such as military drones and luxury fashion, where technological advancements can provide competitive advantages.**

## **6. Recommended Readings**

### **Deal Name: Microsoft's Acquisition of Activision Blizzard**

- **Reading Material:** "The Business of Video Games" by Michael Pachter
- **Why This Matters:** This book provides insights into the gaming industry's financial dynamics and market trends, which are crucial for understanding Microsoft's strategic rationale behind the \$68.7 billion acquisition (MSFT). It explains how gaming companies leverage IP and user engagement

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to drive revenue, helping to contextualize the deal's valuation and potential synergies.

### **Deal Name: Amazon's Acquisition of MGM**

- Reading Material: "The New Economics of Media" by David Hesmondhalgh
- Why This Matters: This reading delves into the evolving landscape of media and entertainment, particularly in the context of streaming services. It helps to understand Amazon's \$8.45 billion acquisition (AMZN) as a strategic move to bolster its Prime Video content library and compete with rivals like Netflix (NFLX) and Disney+ (DIS).

### **Deal Name: Salesforce's Acquisition of Slack**

- Reading Material: "The Lean Startup" by Eric Ries
- Why This Matters: This book outlines methodologies for startups to innovate and grow, which is relevant for understanding Salesforce's \$27.7 billion acquisition (CRM) of Slack. It highlights the importance of integrating new technologies and platforms to enhance customer engagement and collaboration, aligning with Salesforce's vision of a comprehensive customer relationship management ecosystem.

### **Deal Name: NVIDIA's Acquisition of Arm Holdings**

- Reading Material: "The Chip War" by Chris Miller
- Why This Matters: This book provides a detailed analysis of the semiconductor industry, including the strategic importance of Arm's technology in mobile and IoT devices. Understanding the implications of NVIDIA's \$40 billion acquisition (NVDA) helps to grasp the competitive landscape and regulatory challenges in the semiconductor space.

### **Deal Name: Verizon's Acquisition of TracFone**

- Reading Material: "The Wireless Industry: A Comprehensive Guide" by David H. Hargreaves
- Why This Matters: This resource offers an in-depth look at the wireless telecommunications sector, which is essential for analyzing Verizon's \$6.9 billion acquisition (VZ) of TracFone. It explains market segmentation and the significance of prepaid services, providing context for Verizon's strategy to expand its customer base and service offerings.

### **Deal Name: Google's Acquisition of Fitbit**

- Reading Material: "Wearable Technology: The Future of Fitness" by David H. Hargreaves
- Why This Matters: This reading discusses the growth of wearable technology and health data analytics, which are central to Google's \$2.1 billion acquisition (GOOGL) of Fitbit. It highlights how this deal positions Google to compete in the health tech space against Apple (AAPL) and other tech giants, emphasizing the importance of data in the future of healthcare.

## **7. MACROECONOMIC UPDATE**

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## **Key Data Points:**

- Effective mortgage rate: below 4.25%
- Prevailing 30-year mortgage rate: over 6.25%
- Historical out-of-the-money rate: 200 basis points for three years
- Expected Fed rate cuts: 150 basis points over the next 1.5 years
- Required mortgage rate for 10% affordability improvement: 5.5%

## **Main Insights:**

- The Fed is expected to cut rates, but this may not lower mortgage rates.
- Current mortgage rates are significantly higher than the effective rates on outstanding mortgages.
- Historical data shows unprecedented affordability challenges in the housing market.
- A 100 basis point decrease in mortgage rates is needed for a sustainable increase in housing sales volumes.

## **Market Commentary:**

- "The Fed is likely to cut rates, but mortgage rates may not follow suit." - Morgan Stanley
- "A 10% improvement in affordability is necessary for housing activity to pick up." - Morgan Stanley

## **TMT Sector Relevance:**

- Higher mortgage rates can dampen consumer spending on technology and media products, as housing affordability impacts disposable income.
- The anticipated Fed rate cuts may influence financing conditions for TMT companies, particularly in real estate tech and mortgage-related services.

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