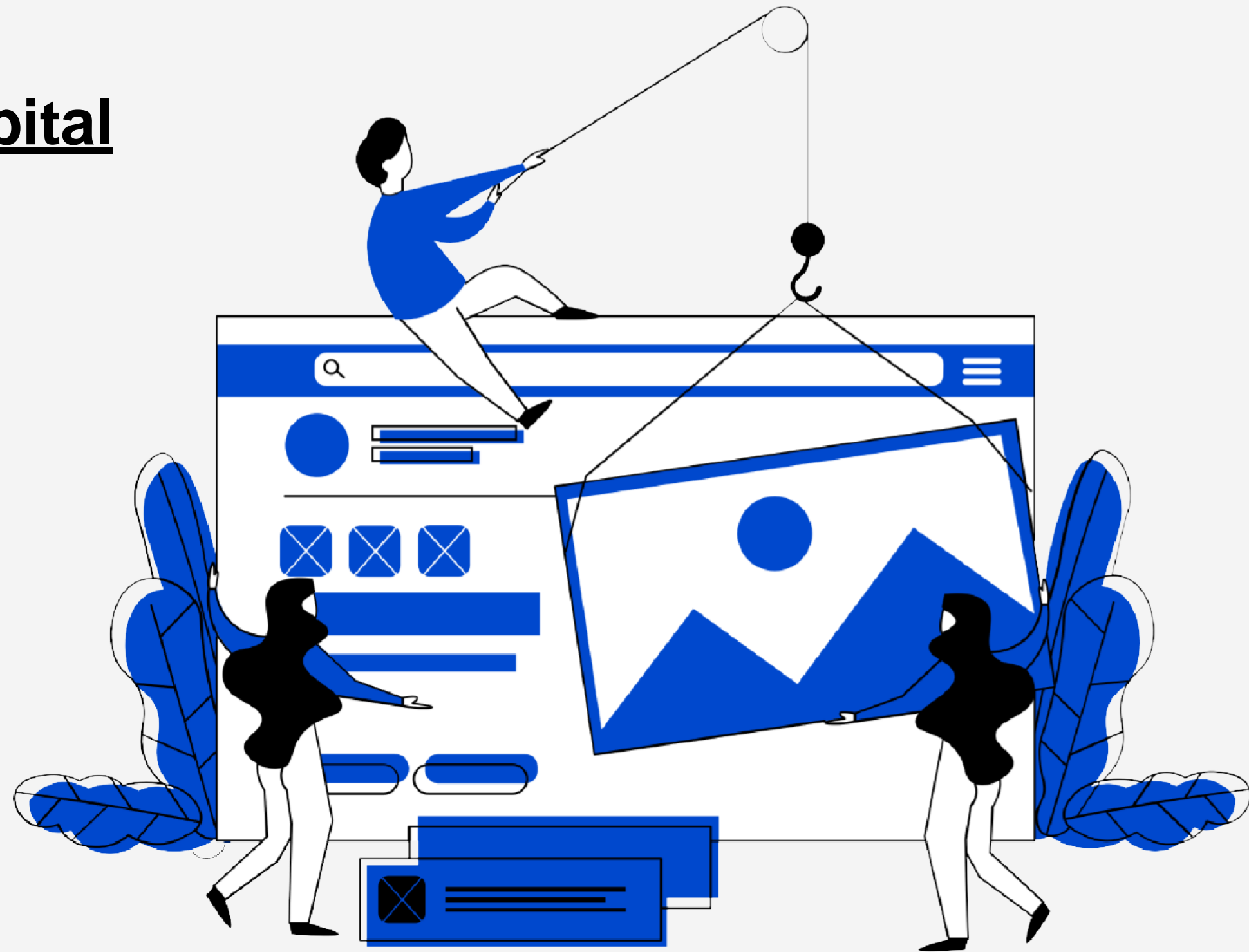


Welcome to Pitch Deck by Cloud Data Solutions

Investment Banking and Venture Capital

- Sarang Gaikwad



Financial analysis of Cloud Data Solutions



Comparable
Company
Analysis

Discounted
Cash Flow

Comparable Company Analysis

We conducted a comparable analysis of Liveramp Holdings Inc, Bogrens Software Corporation, and AppLovin Corporation based on key financial metrics like EV/Revenue, EV/EBITDA to evaluate their financial profiles and relative valuation.

Company Names	Liveramp Holdings Inc	Bogrens Software Corporation	AppLovin Corporation (APP)
Revenue	660 MN	674 MN	
EBITDA	427 MN	234 MN	
EV	$(155.9 \text{ MN} \times 24.74) + 42 \text{ MN} - 336 \text{ MN} = 3563 \text{ MN}$	$(43 \text{ MN} \times 65) + 369 \text{ MN} - 127 \text{ MN} = 3037 \text{ MN}$	3532
EV/Revenue	$3563/660 = 5.398$	$3037/674 = 4.376$	4.95
EV/EBITDA	$3563/427 = 8.344$	$3037/234 = 12.979$	14.26
PE	$24.74 / 0.7697 = 321.42$	$65/1.6279 = 39.92$	16.92
	Avg. EV / Revenue	$5.398 + 4.376 + 4.95 / 3 = 4.908$	
	Avg. EV / EBITDA	$8.344 + 12.979 + 14.26 / 3 = 11.861$	

The weighted valuation, using equal weights for EV/Revenue and EV/EBITDA, amounts to **\$540.49 million**.

Valuation From Comparable Analysis			
	Value 'in millions	Weight	
EV/Revenue	637.28	0.5	318.64
EV/EBITDA	443.7	0.5	221.85
Total			540.49



Discounted Cash Flow Analysis

Cloud Data Solutions	Current	3years		
DCF Valuation	2023	2024	2025	2026
Sales	100	125	156.25	195.31
% growth		0.25	0.25	0.25
EBITDA	20	25	31.25	39.06
% margin	0.2	0.2	0.2	0.2
Plus: Depreciation & Amortization	-	-	-	-
Less: Capital Expenditures	-3	-3	-3	-3
Less: Inc./(Dec.) in Net Working Capital	-	-	-	-
Unlevered Free Cash Flow	17	22	28.25	36.0625
WACC	12%			
Discount Period		0.5	1.5	2.5
Discount Factor		0.94	0.84	0.75
Present Value of Free Cash Flow		20.79	23.83	27.17

In this DCF valuation for Cloud Data Solutions, details for depreciation, working capital changes, and taxes were not provided and, therefore, were not considered in the free cash flow calculations.

Equity Value

In this valuation, we assumed a terminal growth rate (g) of 4%, reflecting typical expectations for a tech company.

	3 years
Cumulative Present Value of FCF	71.79
g	0.04
terminal value	468.81
Discount	0.71
PV of terminal value	333.69
Enterprise Value	405.48
Equity value	402.48

Calculation of Synergies

The total synergies calculated amount to **\$149.47 million**, derived from both projected revenue and cost savings over the forecast period.

Calculation of Synergies	2024	2025	2026	Total
Synergies (3M+5M)Cost Saving + (1.5B*10%=150M i.e.50M annually)	58	58	58	174
Pv of revenue (50/(1.08^n))	46.30	42.87	39.69	128.85
Pv of cost saving (8/(1.08^n))	7.41	6.86	6.35	20.62
Total	53.70	49.73	46.04	149.47

How these synergies should impact the deal’s valuation

Impact of Synergies on Valuation	Without Synergies	Synergies	Total
Value from DCF	402.48	149.47	551.95
Value from Comparable analysis	540.49	149.47	689.96

Seller: Proposed an initial price based on your valuation.

Our valuation was 550M but we initiated offer at 600M\$, so that negotiated deal will be around 550M\$.

	Value	Weight	
Value from DCF	551.95	0.80	441.56
Value from Comparable analysis	540.49	0.20	108.10
Total			550

We used a weighted approach for the final valuation, assigning 0.8 weight to the DCF analysis and 0.2 to the comparable analysis. Because DCF is considered more accurate in stable conditions, where future cash flows can be reasonably estimated.

Propose an Earn-Out Provision

The terms of an earn-out based on performance milestones :

1. \$20 million if cloud data achieves 20% revenue growth over the next year.
2. Additional \$30 million if cloud data remains to make 20% or higher growth in year 2.
3. We are willing to accept Earn Out in cash or stock.

Key Highlights of CloudData’s Acquisition Proposal

- 1. Strong Financial Performance and Growth Potential
 - 25% annual growth rate expected to continue for the next 3 years
 - 20% EBITDA margin and \$7 million in net income
 - Profitable with sustainable growth
 - Technology integration with FinTechCorp creates future value
- 2. Technological Advantage and Market Position
 - Proprietary data algorithms gaining traction with banks and insurers
 - Immediate competitive advantage and market entry for FinTechCorp
 - Positioned in a high-demand, rapidly growing niche market
- 3. Synergies and Value Creation
 - Revenue Synergies: 10% sales increase through cross-selling and new market entry
 - Cost Synergies:
 - \$5 million savings in R&D
 - \$3 million in operational efficiencies
 - Acquisition drives both revenue growth and cost savings, generating lasting value
- 4. Competitive Landscape and Risk Mitigation
 - CloudData’s strong market position mitigates competitive risks
 - With FinTechCorp’s resources, we can strengthen our edge over larger competitors
 - Acquisition secures advanced technology to stay ahead in the market
- 5. Payment Structure and Earn-Out Provisions
 - Cash and Stock Mix: Balances immediate value with future growth participation
 - Earn-Out Provision: Incentivizes CloudData’s founders with performance-based milestones
 - Ensures alignment, smooth integration, and post-acquisition success

Conclusion: Strategic Fit and Growth Alignment

- CloudData’s financials are strong, justifying a premium valuation
- Synergies offer both immediate and long-term value creation
- Acquisition aligns with FinTechCorp’s strategic goals of product enhancement and market expansion
- CloudData is critical to achieving these goals, and we look forward to reflecting this in the final valuation



Final Agreement

TOTAL DEAL	600
CASH	240
STOCK	360

- The total deal value is **\$600 million**, with **40% in cash (\$240 million)** and **60% in stock (\$360 million)**.