

The Active Network, Inc. **ACTV: \$15.50** Price Target: \$19.00 Buy

Application Software

ACTV: Q4 Preview: Signs of Higher Demand Reflect Strong Trends; Raise PT to \$19

THINK ACTION:

We reiterate our Buy rating on ACTV as our checks, along with signs of accelerated sales hiring, indicate to us that demand for The ActiveWorks platform is escalating. Additionally, we think the Street under appreciates the recurring nature of ACTV's revenue stream despite having, what we view as, a very sticky customer-base with consistent organic registrations growth. We expect ACTV to report another strong quarter on February 23rd, and we carry an upward bias to our revenue growth trajectory owing to new product cycles ahead (like Starcite), increasing sales capacity, a large but lightly penetrated endmarket, and low currency risk.

KEY POINTS:

- The Active Network reports Q4 on the evening of February 23. We estimate PF revenue of \$73M (+18% Y/Y) and (\$0.16) PF EPS. Consensus is \$74M/ (\$0.15).
- · We carry an upward bias to our revenue growth forecast for the following reasons: 1) the mild weather in Q4 & Q1, along with contributions from RTP, could aid event registrations during what are typically slower seasonal periods; 2) Outdoor segment registrations could get a slight tailwind as large states (e.g., California and Ohio) went live; 3) strong customer retention and satisfaction levels indicate elasticity for cross-selling other products like Starcite; 4) The Active Network open job and sales reps postings are up 39% and 33%, respectively, since January 1. Please see page 2 for details. We think it is logical to assume The Active Network is experiencing higher demand levels in Q1 and has accelerated investments in support of higher activity levels; and 5) management's consistent track record of raising the growth trajectory since its IPO. Net/Net: We think business fundamentals and secular trends are strengthening for The Active Network and the business likely achieved its Q4 goals.
- One of the lowest currency risks in our SaaS coverage universe. The Active Network has less currency risk than most public SaaS vendors as ~97% of total revenue comes from North America. Being relatively insulated from any headwinds from the strengthening dollar is an attractive investment trait, in our opinion, and is another data point to support an upward bias to our revenue growth forecast.
- Low EV/Sales valuation could suggest the Street does not fully appreciate the recurring nature of ACTV's revenue stream, in our opinion. We think ACTV's revenue model is more recurring in nature with better visibility than the Street assumes owing to, what we view as, a sticky customer base (~5% annual churn), great products, consistent organic registrations growth within the base, high customer satisfaction levels, and a large TAM that is lightly penetrated. These model characteristics are very similar to other SaaS companies in our coverage universe, which are typically valued on EV/Sales. A better appreciation of the underlying value of a highly visible, recurring revenue stream like The Active Network's could legitimize a higher valuation for the ACTV shares, in our opinion. Bottom line: The recurring nature of ACTV's revenue stream, along with solid secular trends, gives us conviction that The Active Network is going to be a much larger and more profitable company in the future and legitimizes a higher near-term valuation, in our opinion.

Brian Schwartz

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Changes Rating Price Target FY11E REV FY12E REV FY11E EPS FY12E EPS	(M) 5 (M) 5	Buy \$19.00 \$334.3E \$424.7E \$0.05)E \$0.13E	\$18.00
52-Week High 52-Week Low Shares O/S-D Market Cap (N Average Daily Short Interest Debt/Total Ca Net Cash Per P/E (12-month Est. Long-Tern P/E/G: Fiscal Year-Er	: iluted (M): Volume: : p: Share: n forward): m EPS Gr		\$19.99 \$12.30 62.8 \$973.4 277,944 2.0% 0.0% \$2.20 NA 35.0% NM Dec
REV (M) \$	2010A 63.2A	2011E 72.7A	
Jun	81.7A	99.0A	
Sep	73.1A	89.6A	
Dec	61.6A	73.0E	
FY	279.6A	334.3E	
FY P/S	3.5x	2.9x	2.3x
EPS \$	2010A	2011E	2012E

Mar	(0.19)A	(0.12)A	(0.07)E
Jun	0.05A	0.18A	0.20E
Sep	0.01A	0.05A	0.10E
Dec	(0.12)A	(0.16)E	(0.08)E
FY	(0.25)A	(0.05)E	0.13E
FY P/E	NM	NM	119.2x
EDO :- N	2445		

EPS is Non-GAAP



Our 2013 estimates:\$479M in Rev/\$0.28 EPS/\$56M (\$0.77/share) EBITDA.

Exhibit 1: 2012 Job Postings Trend

ACTV	1/6/2012	1/13/2012	1/20/2012	1/27/2012	2/3/2012	2/10/2012	2/14/2012
Open Sales Positions	64	66	69	67	69	84	85
% change intraquarter		3%	8%	5%	8%	31%	33%
Open Total Positions	139	147	161	164	163	192	193
% change intraquarter		6%	16%	18%	17%	38%	39%

Source: ActiveNetwork.com

VALUATION:

Currently, ACTV shares trade 18x EV/2012E EBITDA. Our new \$19 (was \$18) price target for ACTV shares is based on the same EV/EBITDA multiple (i.e., 18x) applied to our 2013 EBITDA estimate of \$56M. We roll over the valuation multiple to the out year and believe this multiple is appropriate since the business has a highly predictable revenue stream and the multiple is below our 20% long-term CAGR expectation. ACTV shares also trade at 2.2x EV/FTM estimated revenue, which is a 50% discount to the current SaaS companies' group average of 4.4x. Our \$19 per-share price target for ACTV shares is based on 2.2x our EV/2013E revenue estimate of \$480M, as we use the same valuation multiple in the out year. We think ACTV shares should continue to trade at a discount to the SaaS group average on EV/Rev's owing to its higher services revenue mix and lower gross margins than most SaaS vendors. We use a 50% multiple discount to the group average to reflect the model differences.

RISKS TO PRICE TARGET:

Risks to our price target include: 1) acquisition integration challenges; 2) macroeconomic fluctuations; 3) increased churn; 4) failure to demonstrate leverage to R&D spend; and 5) failure to expand into other verticals and geographies.

COMPANY DESCRIPTION:

Active Network is a cloud computing applications provider serving the outdoor, sports, community, and corporate business segments. Its products and solutions allow organizations to automate online registrations, automate workflow processes and better manage their activities. The company introduced its technology platform in 1999 and has become over time the largest online site for a broad range of consumer and corporate activities. Active Network maintains its headquarters in San Diego, California.

The Active Network

ncome Statement \$ in millions, except per share)

FY Q1 Q2 Q3 Q4E FY Q1E Q2E Q3E Q4E FY Q1E Q2E Q3E Q4E FY Q1E Q2E Q3E Q4E PY Q1E Q4E	13 2013E 5 387.7 6 12% % 81.0% 2 90.9 6 17% 6 13% 3 166.0 4 11.8 1 300.9
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PF Operating Income 3.0 5.8 (1.1) 15.1 7.4 (3.6) 17.8 0.4 18.3 11.4 (0.6) 29.6 (0.9) 20.3 15.7 2.	37.3
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Non-Cash Items/Stock Comp./Other 35.1 26.7 (7.5) (7.3) (7.9) (8.9) (31.6) (9.8) (10.6) (10.4) (10.0) (40.8) (9.6) (10.3) (10.1) (9	(39.7)
Total Other Income (3.8) (4.8) (1.3) (1.2) (0.0) (0.8) (3.3) (0.9) (1.0) (0.9) (0.6) (3.5) (0.5) (0.4) (0.3) (0.9)	2) (1.6)
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PF Net Income % -6.3% -3.6% -7.3% 10.3% 3.4% -13.5% -0.6% -5.3% 10.9% 6.1% -5.8% 2.1% -4.9% 11.8% 9.1% -1.	% 4.4%
GAAP Net Income (37.9) (27.2) (10.9) 5.5 (1.4) (14.4) (20.6) (11.1) 6.2 0.1 (12.1) (16.9) (11.0) 9.6 5.3 (7	3) (4.0)
PF EPS (\$0.38) (\$0.25) (\$0.12) \$0.18 \$0.05 (\$0.16) (\$0.05) (\$0.07) \$0.20 \$0.10 (\$0.08) \$0.13 (\$0.07) \$0.22 \$0.16 (\$0.07)	,
Y/Y % Change 44.0% 35.8% 34.4% 256.3% 377.7% (24.5%) 79.0% 40.6% 10.6% 110.2% 48.4% N/A 5.2% 14.1% 55.6% 73.	% 113.6%
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Adj. EBITDA 15.7 25.1 2.6 20.8 12.7 2.1 38.1 4.6 22.6 15.8 3.9 47.0 3.5 25.0 20.6 7	
Y/Y Change % 60% 145% 76% 37% -27% 52% 78% 9% 25% 92% 23% -24% 10% 30% 85	6 20%
Adj. EBITDA margin (%) 6% 9% 4% 21% 14% 3% 11% 5% 19% 14% 4% 11% 3% 18% 16% 7	
Adj. EBITDA/Share \$0.39 \$0.60 \$0.06 \$0.36 \$0.20 \$0.03 \$0.67 \$0.07 \$0.34 \$0.23 \$0.06 \$0.69 \$0.05 \$0.34 \$0.28 \$0.	0 \$0.77

	Management Guidance
Net Revenues (\$M)	84-88 72-76
Registration Growth	5% to 7% 12% to 14%
Rev Per Registration Growth	6% to 8% 1% to 3%
Net Loss (\$M)	(3.5)-(1.5) (15)-(13)
interest, taxes & other (\$M)	0.9
Depreciation & Amortization (\$M)	11.6 44.0
SBC (\$M)	1.6 8.0
Adjusted EBITDA (\$M)	10-12 1-3 36.7-38.7

Source: Company reports and ThinkEquity LLC estimates

OO \$ Millions, except per share						~			=			
Balance Sheet	2009	Q1 Mar-10	Q2 Jun-10	Q3 Sep-10	Q4 Dec-10	Q1 Mar-11	Q2 Jun-11	Q3 Sep-11	i			
Current Assets:	2000	mai ro	0411 10	оор го	500 10	mai i i	oun ii	оор	1			
Cash and Equivalents	\$26.4			\$36.9	\$31.4	\$60.8	\$157.5	\$139.0				
Restricted cash	\$5.0			\$5.0	\$5.0	\$5.0	\$5.0	\$5.0				
Accounts Receivable	27.6			39.1	34.1	45.8	55.7	61.2				
Prepaid expense and other current assets	3.7			4.4	4.2	4.9	6.9	6.0				
Total Current Assets	62.6			85.4	74.7	116.5	225.1	211.2	1			
Long-term Assets:	02.0			00.4	14.1	110.0	220.1	211.2				
PP&E	26.7			28.0	28.2	27.5	26.9	28.9				
Software development costs	27.0			35.7	37.0	39.5	42.2	43.6				
Goodwill	203.0			206.4	207.1	213.5	213.4	213.4				
Intangible assets	60.3			44.9	41.2	40.4	35.2	32.4				
Deposits and other assets	2.3			2.4	2.3	3.3	2.2	2.0				
Total Assets	381.9			402.8	390.5	440.7	545.0	531.6	1			
	301.9			402.0	390.3	440.7	343.0	331.0	4			
Current Liabilities:												
Accounts Payable	3.4			4.0	5.4	6.4	5.0	4.5				
Registration fees payable	30.2			47.3	40.7	81.2	99.6	76.2				
Accrued expenses	27.6			34.4	32.2	39.6	31.7	36.1				
Deferred Revenue	25.0			35.9	34.0	36.1	46.1	52.7				
Current portion of debt	13.0			14.8	16.9	14.1	0.0	0.0	1			
Capital lease obligations, current	1.9			2.0	2.0	2.1	2.0	2.9	1			
Other current liabilities	0.1			2.3	1.6	1.7	2.6	2.6	1			
Total Current Liabilities	101.3			140.8	132.7	181.2	187.0	174.9				
Long-term Liabilities												
Debt, net of current portion	35.7			28.5	27.5	27.1	0.0	0.0				
Capital lease obligations, net of current	3.6			1.8	1.7	1.0	1.0	0.6				
Other Long-term liabilities	2.0			1.9	4.4	5.1	5.3	5.6				
Deferred tax liability	16.3			17.8	18.0	19.0	19.7	19.6	_			
Total Liabilities	159.0			162.3	156.7	206.3	213.0	200.8				
Total Preferred Stock	364.2			385.0	0.0							
Total Chanakaldaral Fasika	444.0			-144.6	000.0	004.4	332.0	330.8				
Total Shareholders' Equity Total Liabilities and Equity	-141.3 381.9			402.8	233.9 390.5	234.4 440.7	545.0	531.6	ł			
	-								1			
Net Cash									4			
Net Cash	23			35	30	60	157	138	1			
Q/Q growth in net cash					-15%	101%	162%	-12%				
Days Sales Outstanding					7	6	4	5				
Net Cash / Share				\$0.84	\$0.71	\$1.39	\$2.73	\$2.20	1			
Deferred Revenue & Billings Analysis									1			
Total Deferred Revenue	27			38	38	41	51	58	1			
Deferred Revenue Q/Q Absolute Change	21			30	3 o 1	3	10	56 7				
Q/Q % Change					1%	7%	25%	13%	1			
Q/Q % Change Y/Y % Change	24%				1% 42%	170	20%	13% 54%				
	Z4%					76	109		1			
Billings					62			96	1			
Q/Q % Change						22%	45%	-12%				
Y/Y % Change												
LTM Billings/FTM Revenue		0%	0%	0%	19%	39%	66%	53%	Į			
Billings (based only on Short-term Deferred Rev)		38	82	109	60	75	109	96	4			
Q/Q % Change			114%	33%	-45%	25%	46%	-12%				
Y/Y % Change						96%	33%	-12%				
Billings (based upon Cashflow chg. In Deferred Rev)		63	82	73	70	75	109	96	4			
Q/Q % Change			29%	-10%	-4%	6%	46%	-12%				
Y/Y % Change						18%	33%	31%	<u> </u>			
Cook Flow Model		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4E	Q1E	Q2E	Q3E
Cash Flow Model	2009	Mar-10	Jun-10	Sep-10	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12
Cash from operations	27.5				42.1	40.1	26.5	13.2	(14.3)	39.8	27.4	(5.6)
OCF per Share					\$ 1.01	\$ 0.93	\$ 0.46	\$ 0.21	\$ (0.23)	\$ 0.60	\$ 0.41	\$ (0.08)
LTM Total	27.5				42.1			121.9	65.4	65.1	66.0	47.2
LTM Y/Y Change %					53%				55%	1		-61%
LTM total cash from operations per share					\$ 1.01			\$ 1.94	\$ 1.03	\$ 0.99	\$ 0.98	\$ 0.69
9/ of Billiago					600/	E20/	2/10/	1.40/		1		

		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4E	Q1E	Q2E	Q3E	Q4E	Q1E	Q2E	Q3E	Q4E
Cash Flow Model	2009	Mar-10	Jun-10	Sep-10	Dec-10	Mar-11	Jun-11	Sep-11	Dec-11	Mar-12	Jun-12	Sep-12	Dec-12	Mar-13	Jun-13	Sep-13	Dec-13
Cash from operations	27.5				42.1	40.1	26.5	13.2	(14.3)	39.8	27.4	(5.6)	(8.4)	36.4	26.9	12.7	(6.6)
OCF per Share					\$ 1.01	\$ 0.93	\$ 0.46	\$ 0.21	\$ (0.23)	\$ 0.60	\$ 0.41	\$ (0.08)	\$ (0.12)	\$ 0.51	\$ 0.37	\$ 0.17	\$ (0.09)
LTM Total					42.1			121.9	65.4	65.1	66.0	47.2	53.2	49.8	49.3	67.6	69.4
LTM Y/Y Change %					53%				55%			-61%	-19%			43%	30%
LTM total cash from operations per share					\$ 1.01			\$ 1.94	\$ 1.03	\$ 0.99	\$ 0.98	\$ 0.69	\$ 0.76	\$ 0.70	\$ 0.68	\$ 0.91	\$ 0.91
% of Billings					68%	53%	24%	14%									
CapEx	(25.0)				(30.4)	(4.5)	(4.5)	(31.0)	(5.0)	(13.3)	(5.4)	(1.7)	(12.3)	(13.6)	(5.6)	(1.7)	(12.6)
LTM Total	(25)				(30)	, ,	• • •	(70)	(45)	(54)	(55)	(25)	(33)	(33)	(33)	(33)	(34)
LTM Y/Y Change %	250%				22%			. ,	48%	, ,	, ,	-64%	-27%	` '		31%	2%
Free cash flow	2.5				11.7	35.6	22.0	(17.8)	(19.3)	26.5	22.0	(7.3)	(20.7)	22.8	21.3	11.0	(19.2)
FCF per Share					\$ 0.28	\$ 0.83	\$ 0.38	\$ (0.28)	\$ (0.30)	\$ 0.47	\$ 0.33	\$ (0.11)	\$ (0.30)	\$ 0.32	\$ 0.29	\$ 0.15	\$ (0.25)
LTM Total	2.5				11.7			51.5	20.4	11.3	11.4	21.9	20.5	16.7	16.1	34.4	35.9
LTM Y/Y Change %									74%			-58%	0%	I		57%	75%
LTM total free cash flow per share					\$ 0.28			\$ 0.82	\$ 0.32	\$ 0.17	\$ 0.17	\$ 0.32	\$ 0.29	\$ 0.23	\$ 0.22	\$ 0.46	\$ 0.47

Sources for balance sheet and cash flow: Company reports and ThinkEquity LLC estimates



Important Disclosures

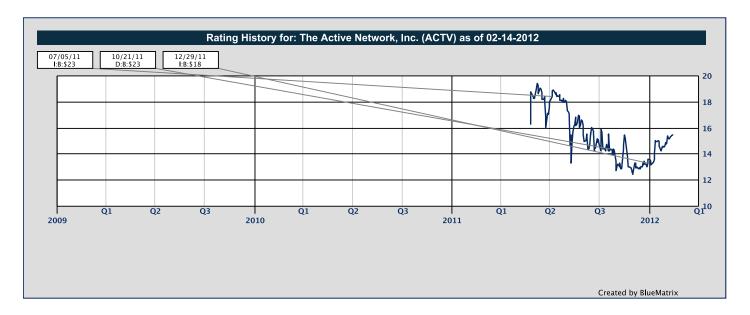
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	Distribution of Ratings, Firn	nwide		
	ThinkEquity LLC			
			IB Serv./F	Past 12 Mos.
Rating	Count	Percent	Count	Percent
BUY [B]	121	64.00	13	10.74
HOLD [H]	54	28.60	2	3.70
SELL [S]	14	7.40	0	0.00



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