

SOFTWARE & TECHNOLOGY M&A PULSE

THIRD QUARTER 2024



OUR INSIGHTS

Software and technology M&A activity in Q3 2024 showed signs of improvement compared to the previous quarter. Total software and technology deal value increased by over 30% compared to Q2, while software specifically observed a 23% increase in deal volume.

Valuations remain suppressed compared to the post-pandemic highs, but differentiated companies in the sector can still see competitive processes driving broad interest and strong valuations. Private equity buyers, in particular, may view add-on acquisitions as an attractive avenue to spur portfolio company growth and position them to exit platform investments made during the height of tech M&A activity.

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ABOUT PMCF

PMCF is an investment bank focused exclusively on middle market transactions with professionals in Chicago, Detroit, Denver, and across the globe through Corporate Finance International™ affiliates. Offering a depth of advisory services, PMCF helps clients worldwide meet their sale, acquisition, financing, and strategic growth objectives. Additional information on PMCF can be found by visiting our website, pmcf.com.

Mergers & Acquisitions	Carve-outs & Divestitures	Strategic Assessments	Capital Raising
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SOFTWARE & TECHNOLOGY INDUSTRY EXPERTISE

Our focus on software and technology sale, merger, and acquisition advisory provides significant advantages to our clients and the opportunity to maximize value in a transaction. PMCF's extensive coverage of these industries has provided us with specialized, in-depth knowledge of the sector dynamics and relationships with key strategic and financial industry players. Our firm has been serving the software and technology industries for over 20 years and has a long track record of successful transactions involving specialty, niche players in these industries.

Financial Technology	Supply Chain Management	Workforce Management	Not-For-Profit Software
Vertical Software	Enterprise Software	Tech-Enabled Services	ESG Software
Application Software	Cybersecurity	IT Services	BI/Data Analytics

SELECT PMCF SOFTWARE & TECHNOLOGY TRANSACTIONS

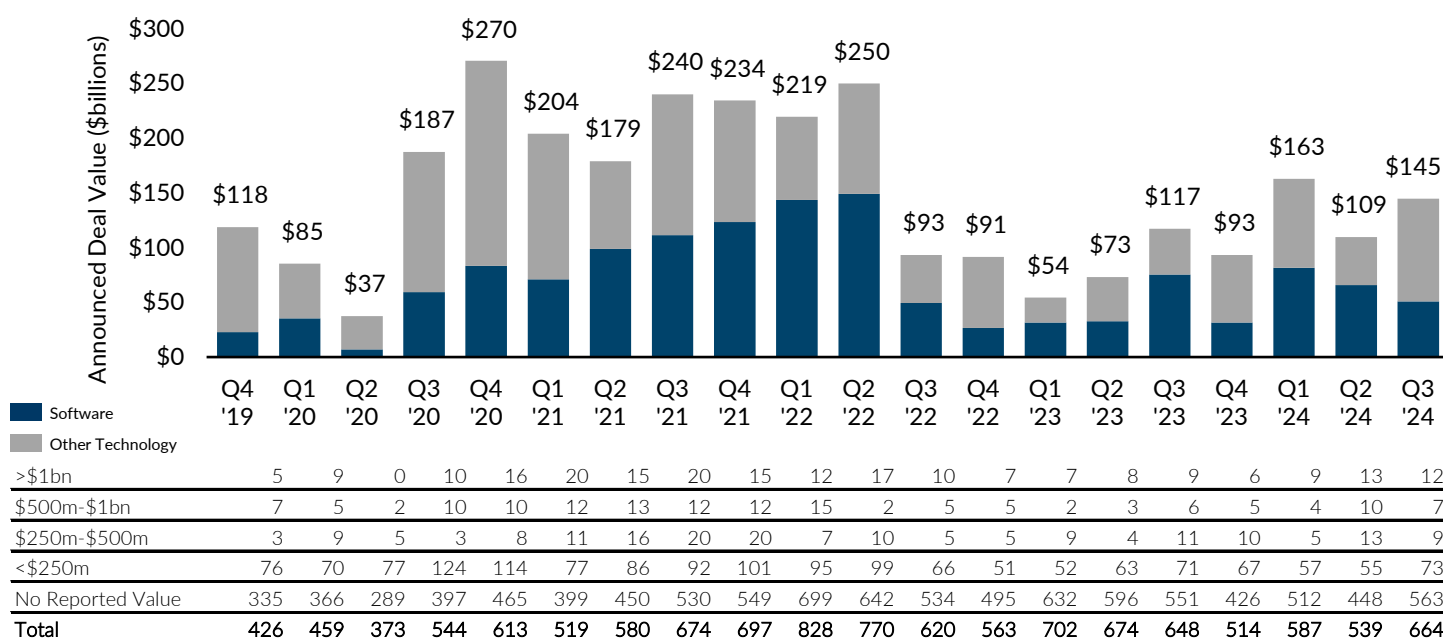
PRO-VISION
 a portfolio company of
JMC
 CAPITAL PARTNERS
 has been acquired by
VANCE ST. CAPITAL

RSI LOGISTICS
 has been acquired by
TRINITYRAIL

breeze
 has been acquired by
Tithe.ly

MONTWAY
 AUTO TRANSPORT
 and
ship.cars
 have been acquired by
AEA

Q3 2024 Market Summary & Outlook



M&A MARKET DYNAMICS – SOFTWARE & TECHNOLOGY

- After a decline in Q2 2024 in both total software deal volume and deal value, Q3 2024 saw an uptick in deal volume but a continued decrease in deal value. Despite software total deal value declining 22% in Q3 2024 compared to the prior quarter, the broader software and technology industry saw a 32% increase, reaching \$145B and demonstrating resilience in M&A activity for other technology segments.
- Total software deal volume increased 23% in Q3 2024 compared to the previous quarter and was roughly flat compared to the same quarter one year ago. There were fewer transactions above \$250M of value but over 30% more under \$250M of value, revealing the shift of increased M&A activity away from larger companies and toward small to mid-size businesses.
- In this tight financing environment, many buyers, particularly private equity buyers, are diligent when deploying capital. According to 451 Research, software and technology spending by private equity firms is up, but valuations are down. So far, in the first three quarters of 2024, private equity firms have been paying an average multiple that is one-third lower than during the peak valuation time of 2021. These firms may feel pressure to be conservative with valuations as many of their current portfolio companies were purchased at a valuation that exceeds the current market valuation, leading to a hesitancy to exit their investments.

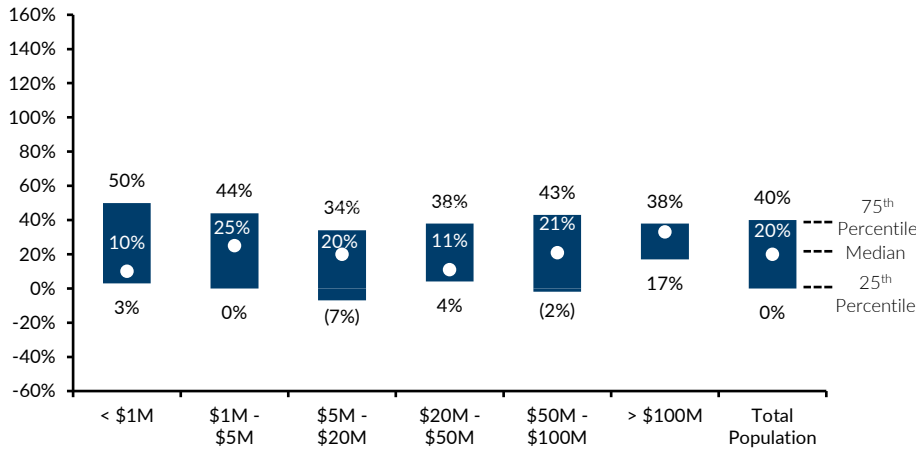
Featured Sectors - Deal Count	2019	2020	2021	2022	2023	Q2 '24	Q3 '24	Q2 '24 - Q3 '24 Change
Workforce Management	252	264	341	469	346	78	94	21%
Supply Chain Technology	67	73	92	107	109	24	30	25%
Financial Technology	88	110	118	145	127	32	29	-9%
Other Software	1,428	1,542	1,919	2,060	1,956	405	511	26%
Total	1,835	1,989	2,470	2,781	2,538	539	664	23%
Strategic	1,200	1,301	1,544	1,914	1,843	368	472	28%
Financial Buyer - Add-on	410	474	666	624	458	110	148	35%
Financial Buyer - Platform	225	214	260	243	237	61	44	-28%

Sources: 451 Research

2024 B2B SaaS Benchmarks

During the Spring of 2024, Benchmarkit partnered with various leading B2B SaaS vendors, venture capital firms, CFO outsourcing companies, and advisory services firms to collect data from ~1,000 private B2B SaaS companies. This data illustrates how different cohorts of SaaS companies perform compared to their peers based on FY23 results.

Rule of 40 – By Revenue⁽¹⁾

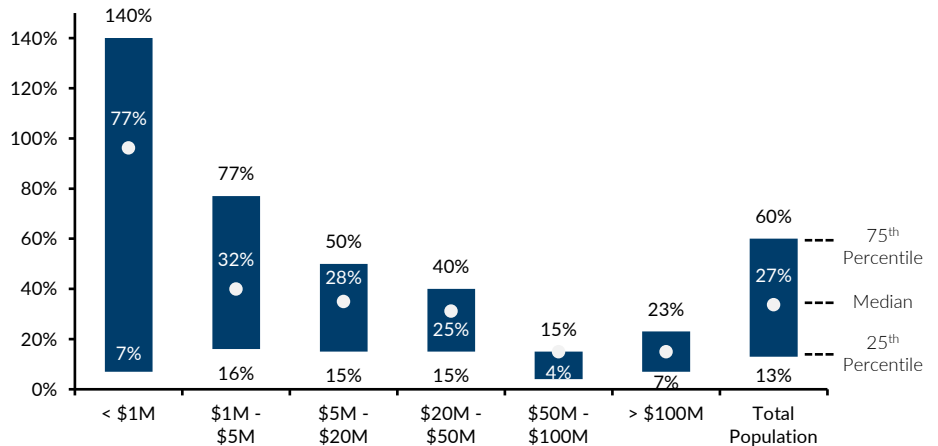


Rule of 40 = YoY Growth Rate (%) + Free Cash Flow (%)

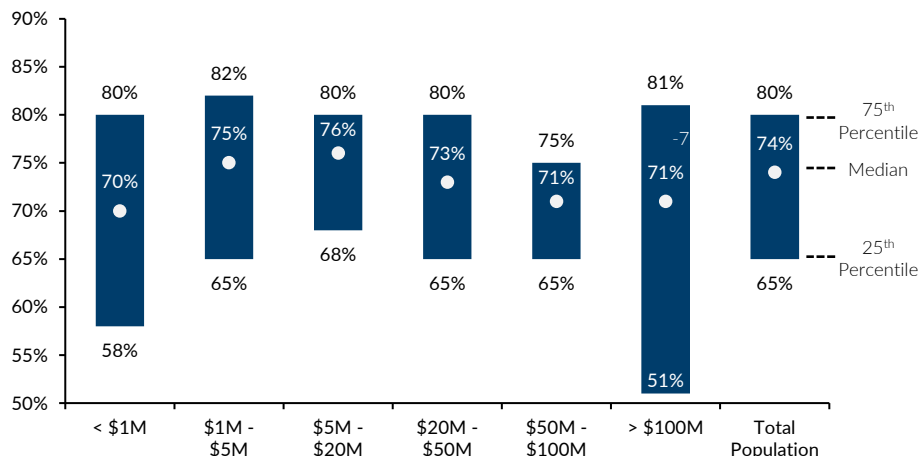
Benchmarks for Rule of 40, which measures the efficiency of spending and return on that spending, decreased across the majority of cohorts in 2023. The decline was driven by both a fall in growth rates and EBITDA margin across the total population of participants. As companies scale beyond \$50M in revenue, there is debate on the ideal combination of growth and profitability. Though there is not one right combination, many in the industry suggest growth rates above 30% paired with free cash flow margins above 10% will drive the largest EV/Revenue multiples.

Company Growth Rate – By Revenue⁽¹⁾

Growth rates decreased across most company sizes in 2023, though the sub-\$1M revenue cohort saw a noticeable jump, increasing to a median of 77% compared to 50% in 2022. Broadly, the 2023 median growth rate aligned with 2022, as customers strategically allocated SaaS spending. The same survey of participants indicated they anticipate growth rates to increase by 8% in 2024, potentially signaling some optimism about customer spending. Companies that can quickly accelerate sales and marketing investment will be well-positioned to capture growth once customer behavior aligns with growth expectations exhibited by vendors.



Total Gross Margin – By Revenue⁽¹⁾



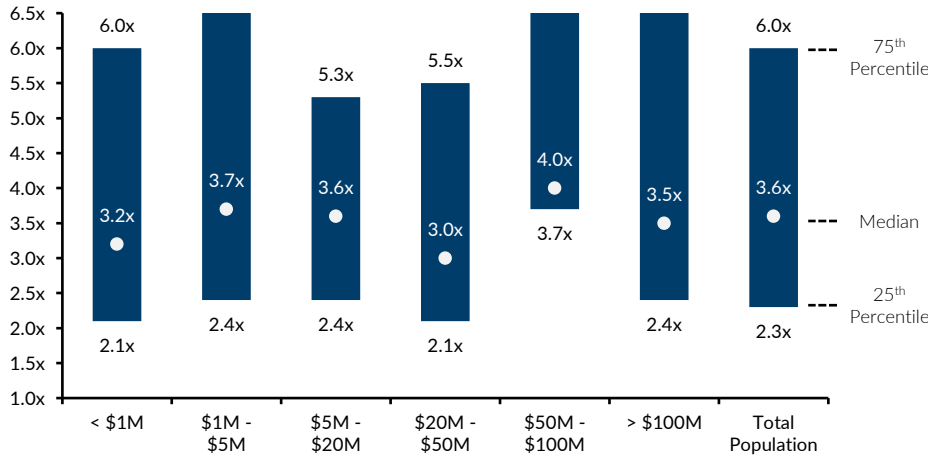
Total Gross Margin is an indicator of the cash generation potential of a SaaS business model. It represents a combination of Subscription Gross Margin and Services Gross Margin, both of which should be captured and highlighted to investors as a best practice. At 74%, median Total Gross Margin increased marginally compared to 72% in 2022 and 73% in 2021, demonstrating the historical stability in this metric. Subscription margin also remained stable at 79% while the Services margin fluctuated in a much wider band, as services are often delivered at lower margins during the onboarding stage for new customers in an effort to increase the available budget for ARR.

Source: Benchmarkit

2024 B2B SaaS Benchmarks

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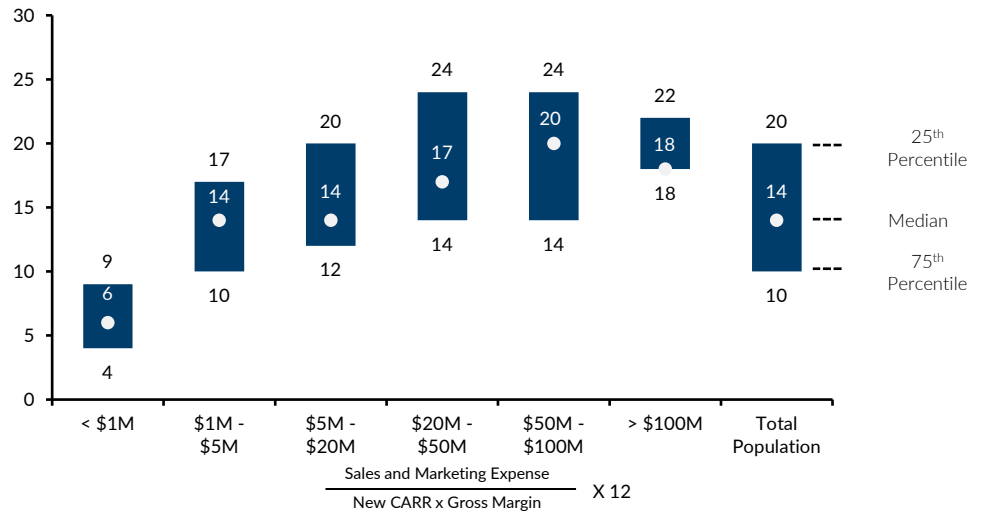
CLTV: CAC Ratio – By Revenue ⁽¹⁾



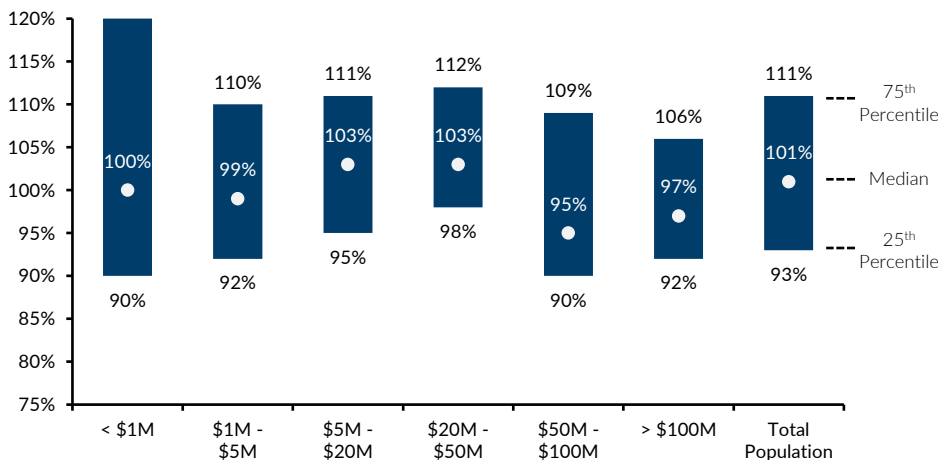
The median benchmark for CLTV:CAC ratio across the total population in 2023 matched that of 2022, coming in at 3.6x. Neither company size nor Annual Contract Value are highly correlated to the CLTV:CAC Ratio. A key to this metric is that at least one to two agreement renewal cycles should be completed to establish a more reliable churn rate across renewal periods. This ratio is impacted by numerous factors, including Average Revenue Per Account, Average Customer Acquisition Cost, churn rate, and gross margin. Investors care not only about the ratio itself, but the leading variables that directly influence it.

CAC Payback Period – By Revenue (In Months) ⁽¹⁾

CAC Payback Period across the entire population shortened to a median of 14 months, representing a significant improvement from last year's benchmark of 17 months. Although CAC Payback Period is correlated to company size, it has a higher correlation to Annual Contract Value. CAC Payback Period can fluctuate dramatically month-over-month in enterprise and commercial market segments if a reporting period includes outlier deal sizes. CAC Payback Period is best evaluated in conjunction with CAC Ratio, Gross Dollar Retention, and Net Dollar Retention for a more complete picture on acquiring, retaining, and expanding customer relationships.



Net Dollar Retention Rate – By Revenue ⁽¹⁾

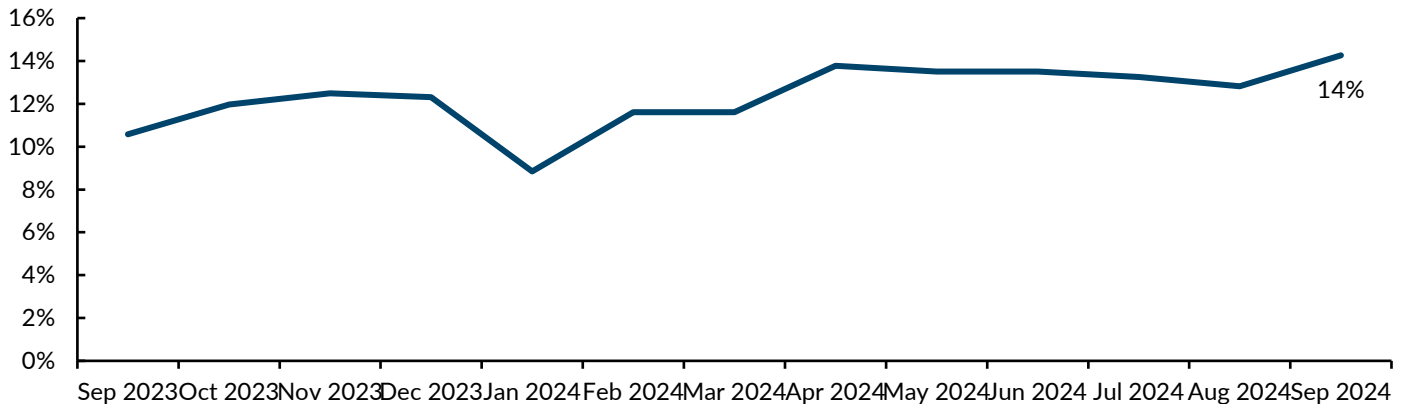


Net Dollar Retention (NDR) measures how much ARR is represented in a cohort of customers at the end of the current accounting period (where their agreement is available to renew) versus the same cohort of customer ARR from a previous period. NDR is not dramatically correlated to company size, as it is with other variables including Go-To-Market motion and pricing model. Additionally, NDR exhibits correlation to ACV, and as ACV increases, the opportunity for expansion is more prevalent. NDR decreased slightly to 101% at median in 2023 compared to 105% in 2022 and remains a higher priority for many companies due to its stronger correlation to enterprise value.

Source: Benchmarkit

Macroeconomic Trends & Signals

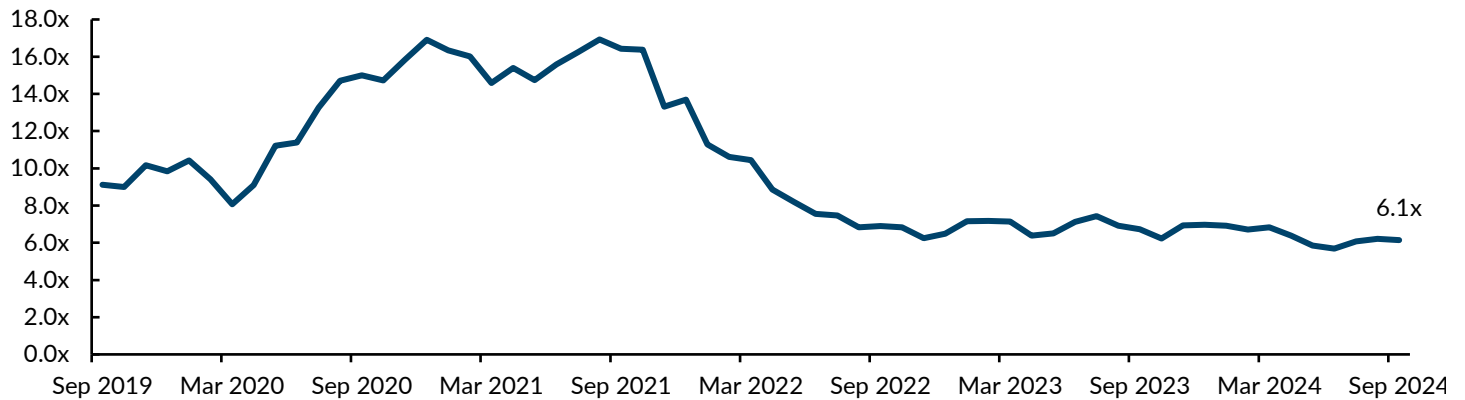
Public SaaS Median Rule of 40 Index



Source: SaaS Capital index of B2B publicly traded SaaS companies

The median Rule of 40 measure for publicly traded SaaS companies saw a slight uptick during Q3 2024, finishing at 14%, which is a figure above the 12-month average.

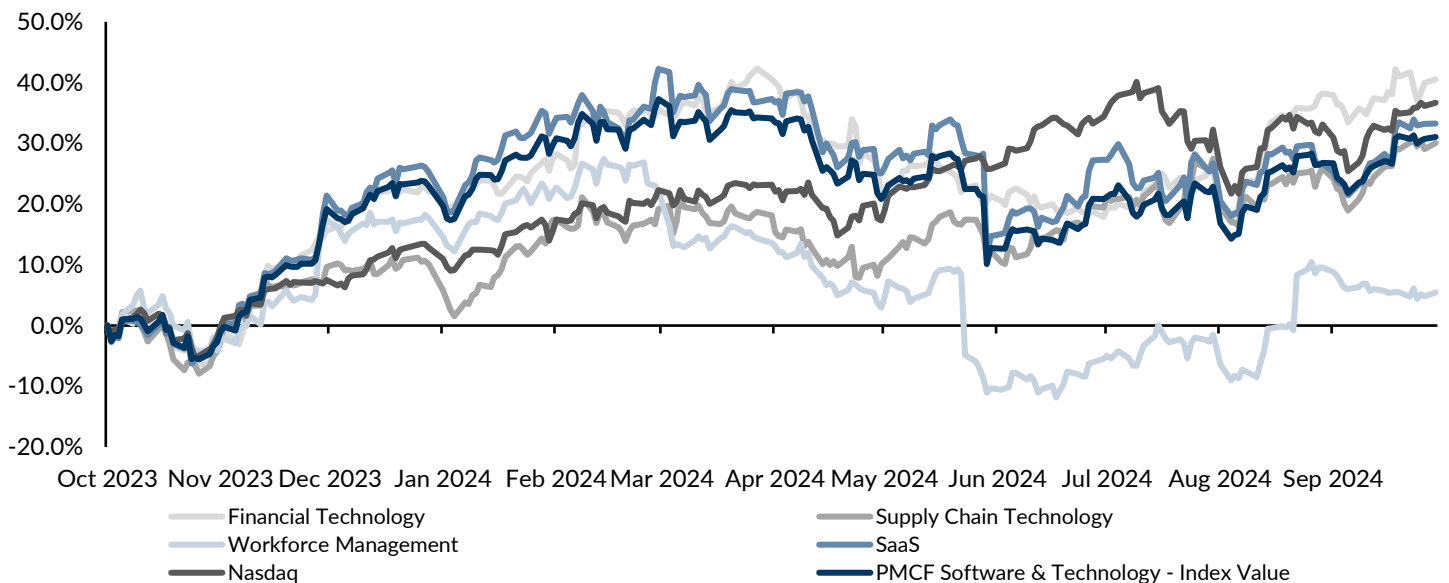
Public SaaS Median Annual Run-Rate (ARR) Multiple



Source: SaaS Capital index of B2B publicly traded SaaS companies

Public SaaS valuations remained largely flat throughout Q3 2024 and finished at 6.1x, which is down from the trailing twelve-month average and well below the five-year average.

Public Equity Indices – Market Valuation



Source: Capital IQ - PMCF Technology Index of 34 publicly traded SaaS companies

PMCF Software & Technology Index

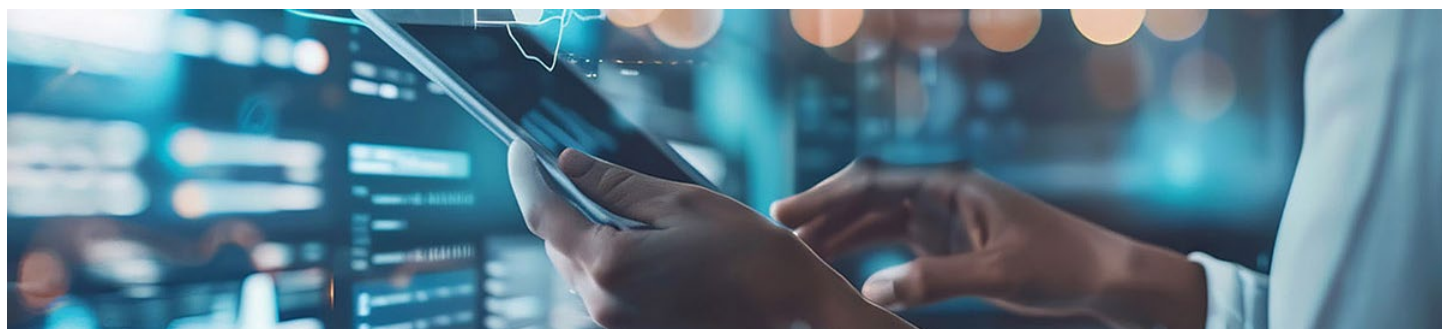
Company Name	Headquarters Location	Market Cap. ⁽¹⁾	Enterprise Value ⁽¹⁾	TTM Revenue	TTM Gross Margin	TTM EBITDA Margin	Net Debt/EBITDA	EV/EBITDA ⁽²⁾	EV/Revenue		
									NTM Q3 '24	TTM Q3 '24	TTM Q3 '23
<i>\$ in Millions</i> ⁽³⁾											
Financial Technology											
Fiserv, Inc.	United States	\$ 103,429	\$ 128,477	\$ 20,122	0.61058	43.6%	2.8x	14.7x	6.4x	6.4x	4.9x
Adyen N.V.	Netherlands	48,583	39,077	1,940	0.62361	45.9%	(10.3x)	43.9x	15.7x	20.1x	10.2x
Global Payments Inc.	United States	26,059	42,923	10,024	0.62989	43.5%	3.4x	9.9x	4.5x	4.3x	4.9x
Shift4 Payments, Inc.	United States	5,924	7,765	3,149	0.28012	14.5%	3.2x	17.0x	1.9x	2.5x	1.9x
BILL Holdings, Inc.	United States	5,629	5,031	1,344	0.85238	(0.6%)	64.9x	(656.3x)	3.5x	3.7x	9.6x
Marqeta, Inc.	United States	2,501	1,355	490	0.68747	(5.9%)	38.1x	(47.1x)	2.4x	2.8x	2.4x
Paymentus Holdings, Inc.	United States	2,492	2,313	779	0.28463	6.3%	(3.7x)	47.4x	2.7x	3.0x	3.3x
AvidXchange Holdings, Inc.	United States	1,686	1,363	428	0.71458	6.6%	(11.2x)	48.6x	3.0x	3.2x	4.5x
Repay Holdings Corporation	United States	715	1,026	311	0.77365	23.2%	4.7x	14.2x	3.1x	3.3x	3.6x
Median					63.0%	14.5%	3.2x	14.7x	3.1x	3.3x	4.5x
Supply Chain Technology											
Manhattan Associates, Inc.	United States	\$ 17,233	\$ 17,082	\$ 1,025	54.7%	26.0%	(0.6x)	64.2x	15.7x	16.7x	13.6x
The Descartes Systems Group Inc.	Canada	8,797	8,547	608	75.9%	40.7%	(1.0x)	34.5x	12.6x	14.1x	11.5x
SPS Commerce, Inc.	United States	7,291	7,031	612	66.6%	20.7%	(1.5x)	55.6x	10.3x	11.5x	11.7x
Kinaxis Inc.	Canada	3,351	3,118	471	61.2%	5.9%	(8.8x)	112.4x	5.9x	6.6x	7.2x
E2open Parent Holdings, Inc.	United States	1,358	2,368	619	65.7%	27.2%	5.5x	14.1x	3.7x	3.8x	3.9x
Tecsys Inc.	Canada	440	421	124	44.4%	2.9%	(5.1x)	117.4x	3.0x	3.4x	2.3x
Logility Supply Chain Solutions, Inc.	United States	377	285	103	65.2%	9.5%	(9.4x)	29.2x	2.7x	2.8x	2.6x
Median					65.2%	20.7%	(1.5x)	55.6x	5.9x	6.6x	7.2x
Workforce Management											
Workday, Inc.	United States	\$ 64,501	\$ 60,492	\$ 7,863	75.8%	8.1%	(6.3x)	95.1x	6.8x	7.7x	7.9x
Dayforce Inc.	United States	9,684	10,457	1,695	49.6%	14.9%	2.9x	41.5x	5.7x	6.2x	7.7x
Paylocity Holding Corporation	United States	9,167	8,820	1,448	68.7%	21.4%	(1.3x)	28.4x	5.8x	6.1x	8.0x
Smartsheet Inc.	United States	7,703	7,040	1,042	81.6%	(5.1%)	12.4x	(131.6x)	5.9x	6.8x	5.7x
Asana, Inc.	United States	2,644	2,403	689	89.7%	(37.9%)	0.9x	(9.2x)	3.2x	3.5x	6.2x
Paycor HCM, Inc.	United States	2,537	2,440	679	66.0%	8.8%	(1.4x)	41.0x	3.4x	3.6x	6.9x
Asure Software, Inc.	United States	239	230	115	68.6%	7.9%	0.2x	25.3x	1.7x	2.0x	2.1x
Median					68.7%	8.1%	0.2x	28.4x	5.7x	6.1x	6.9x
SaaS											
Salesforce, Inc.	United States	\$ 261,667	\$ 261,219	\$ 36,465	76.3%	25.6%	(0.0x)	28.0x	6.6x	7.2x	6.0x
ServiceNow, Inc.	United States	184,116	177,486	10,464	79.2%	17.4%	(3.8x)	97.3x	14.8x	17.0x	13.2x
Datadog, Inc.	United States	38,793	36,795	2,536	81.2%	4.6%	(19.2x)	317.6x	12.7x	14.5x	14.1x
HubSpot, Inc.	United States	27,297	26,325	2,506	84.7%	(2.3%)	20.6x	(460.4x)	9.5x	10.5x	11.6x
Zoom Communications Inc.	United States	21,465	14,009	4,587	75.9%	18.6%	(8.7x)	16.4x	3.0x	3.1x	3.4x
Pure Storage, Inc.	United States	16,463	14,923	3,010	71.7%	9.4%	(5.5x)	53.0x	4.5x	5.0x	3.7x
Okta, Inc.	United States	12,628	11,490	2,452	75.8%	(5.9%)	7.8x	(79.2x)	4.3x	4.7x	6.2x
Twilio Inc.	United States	10,474	8,503	4,339	50.9%	2.7%	(13.4x)	72.4x	1.9x	2.0x	2.0x
Workiva Inc.	United States	4,371	4,421	705	76.7%	(5.1%)	(0.4x)	(123.8x)	5.7x	6.3x	8.8x
Freshworks Inc.	United States	3,468	2,481	686	83.8%	(21.0%)	7.1x	(17.2x)	3.2x	3.6x	8.3x
Five9, Inc.	United States	2,147	2,249	1,002	53.6%	(0.4%)	(64.7x)	(538.7x)	2.1x	2.2x	5.3x
Median					76.3%	2.7%	(3.8x)	16.4x	4.5x	5.0x	6.2x
Median									4.4x	4.5x	6.1x
Mean									5.8x	6.5x	6.6x

(1) Market capitalizations and total enterprise values as of September 30, 2024; income statement and balance sheet data as of last period reported

(2) Multiple of EBITDA based on EBITDA inclusive of equity income from affiliates

(3) Currency conversions assume historical rate

Source: Capital IQ



Market Commentary

Key executives are weighing the macro environment and what that means for their customers' decision-making as well as which segments of the market will perform better. Additionally, new avenues for continued AI adoption remains a focal point.

July 2024: "We're also working to support clients in their AI journeys as they invest to process and understand their own data. Clients are recognizing that we can efficiently add Fiserv data and intelligence to help take decision-making to the next level."

Frank Bisignano, President, CEO and Chairman at Fiserv, Inc.

August 2024: "We've launched a groundbreaking AI-infused platform that is leading the market towards a much-needed end-to-end orchestration of their supply chains. And we're still only in the early days of the digital transformation of supply chain. In short, we remain very excited about the excellent growth opportunities ahead and seeing our strategies come to full fruition."

John Ernest Sicard, Former President and Director at Kinaxis, Inc.

August 2024: "The industry has been focusing on fitting AI into how we work now, not on what work should look like next. We see an opportunity to exponentially increase the value to our customers by reimagining end-to-end HR and finance processes through the power of AI. At Workday Rising, we will introduce the next generation of AI to illuminate the future of work."

Carl Eschenbach, CEO and Director at Workday, Inc.

August 2024: "...while customers have loved seeing the power of generative AI, even like I was using generative AI last night to write some new ads for what we're going to do to kind of bring Agentforce across. And it's so cool and so awesome, but to have it right inside the platform makes it very real for our customers who have to manage and share all of their information to keep it trusted, to keep it secure, to be able to provide capabilities in a regulatory environment."

Marc Benioff, Co-Founder, Chairman and CEO at Salesforce, Inc.

Software & Technology M&A Activity

Platform Acquisition

SAIGroup acquires GetWellNetwork

On July 9, SAIGroup, an enterprise AI investment firm, acquired GetWellNetwork, a provider of AI-based digital patient engagement software. GetWellNetwork will enhance SAIGroup's platform and healthcare data integration through improving the patient and clinician experience, as well as elevating clinician efficiency and delivering accurate care recommendations. Terms of the transaction were not disclosed.

Add-On Acquisition

Serent Capital-backed Avionté acquires AkkenCloud

On August 22, Avionté, a portfolio company of Serent Capital and leading end-to-end enterprise staffing company, acquired AkkenCloud, a staffing software company. AkkenCloud will benefit from Avionté's position in the industry by providing its clients with the most innovative solutions on the market and resources to help them grow, scale, and succeed through better AI, security, platform automation, and mobile capabilities. Terms of the transaction were not disclosed.

Strategic Acquisition

Fastbreak.ai acquires Tourney Pro

On September 23, Fastbreak.ai, a leader in AI-driven sports scheduling technology, acquired Tourney Pro, a premier provider of tournament management solutions for youth sports. Tourney Pro's software provides features for revenue analysis, scheduling, event management, website analytics, customer management, customer accounts, customer pricing, and revenue reporting. Terms of the transaction were not disclosed.

Strategic Acquisition

DealerOn acquires Sincro

On September 26, DealerOn, a leading provider of websites and sales & marketing enablement technology for automotive dealerships, acquired Sincro, an automotive dealership solutions business. Sincro provides AI marketing software expertise in the automotive sector such as search optimization, reputation management, merchandising, and website design. The acquisition positions DealerOn to continue providing dealerships with more comprehensive tools, including enhanced websites, inventory, advertising, SEO capabilities, and retailing. Terms of the transaction were not disclosed.

Software & Technology M&A Activity

SELECT SOFTWARE & TECHNOLOGY TRANSACTIONS

\$ in Millions

Announced Date	Target	Buyer	Sector	Type	Implied EV	EV/TTM Revenue
Sep-24	ADA Site Compliance, LLC	AudioEye, Inc.	Workforce Management	Strategic	8	
Sep-24	CultivateAI	Verity Holdings, LLC	Application Software	Strategic	6	
Sep-24	Fleet Complete	PowerFleet, Inc.	Supply Chain Technology	Strategic	205	
Sep-24	MyCarrierPortal	Descartes	Cybersecurity	Strategic	23	
Sep-24	Evisort Inc.	Workday Inc.	Workforce Management	Strategic	300	12.0x
Sep-24	Quantomo	Spectral Capital Corporation	BI / Data Analytics	Strategic	8	
Sep-24	Axcient, Inc.	ConnectWise LLC	Cybersecurity	Private Equity	400	5.3x
Sep-24	dba Sharefile	Progress Software Corporation	Workforce Management	Strategic	875	
Sep-24	SB Software Limited	Cantaloupe, Inc.	Financial Technology	Strategic	15	
Sep-24	Data Vault Holdings Inc.	WiSA Technologies, Inc.	BI / Data Analytics	Strategic	210	
Sep-24	Ncontracts, LLC	HgCapital LLP	Application Software	Private Equity	600	7.1x
Sep-24	Airbase Inc.	Paylocity Holding Corporation	Workforce Management	Strategic	325	
Sep-24	Tenyx, Inc.	Salesforce, Inc.	Application Software	Strategic	15	
Aug-24	MapMyFitness, Inc.	Outside Interactive, Inc.	Application Software	Strategic	8	
Aug-24	Ghostpunch Games Llc	PTW America, Inc.	Application Software	Strategic	13	
Aug-24	Bulutistan	Dx Technology Services and Investment BV	Application Software	Private Equity	60	
Aug-24	Stronghold Digital Mining, Inc.	Backbone Mining Solutions LLC	Financial Technology	Strategic	166	1.9x
Aug-24	Book4Time Inc.	Agilysys, Inc.	Application Software	Strategic	145	
Aug-24	Morpheus Data, LLC	Hewlett Packard Enterprise Company	Workforce Management	Strategic	165	6.6x
Aug-24	M-Files Corporation	Haveli Investment Management/Bregal Milestone	Workforce Management	Private Equity	700	5.6x
Aug-24	Xtend Healthcare LLC	CorroHealth, LLC	Application Software	Private Equity	365	
Aug-24	OneSoft Solutions Inc.	irth Solutions, Inc.	Application Software	Private Equity	78	9.1x
Aug-24	Amelia US LLC	SoundHound AI, Inc.	Workforce Management	Strategic	246	5.5x
Aug-24	Acqueon Technologies, Inc.	Five9, Inc.	Workforce Management	Strategic	167	
Aug-24	Lumeon Limited	Health Catalyst Inc.	Application Software	Strategic	46	
Aug-24	Exscientia plc	Recursion Pharmaceuticals, Inc.	Application Software	Strategic	342	12.9x
Aug-24	Skuad Pte Ltd.	Payoneer Global Inc.	Workforce Management	Strategic	51	
Aug-24	ecosio GmbH	Vertex, Inc.	Workforce Management	Strategic	175	
Aug-24	Invoiced, Inc.	Flywire Corp.	Workforce Management	Strategic	48	
Aug-24	Next DLP Limited	Fortinet, Inc.	Cybersecurity	Strategic	96	
Aug-24	SupplyPike, Inc.	SPS Commerce, Inc.	Workforce Management	Strategic	203	
Aug-24	PredictSpring, Inc.	Salesforce, Inc.	Application Software	Strategic	214	
Jul-24	Stratejm Inc.	Bell Canada Inc.	Cybersecurity	Strategic	72	
Jul-24	Theorem Technology, Inc.	Pagaya Technologies Ltd.	Application Software	Strategic	17	
Jul-24	MedCurrent Corporation	Vitalhub Corp.	Application Software	Strategic	9	
Jul-24	Isabel Group	Wolters Kluwer Tax & Accounting	Workforce Management	Strategic	353	9.4x
Jul-24	Energy Computer Systems SAS	QEI inc	Application Software	Strategic	6	
Jul-24	Augmedix, Inc.	Commure, Inc.	Workforce Management	Strategic	134	2.6x
Jul-24	H5P Group AS	D2L Inc.	Application Software	Strategic	33	
Jul-24	Capita One Limited	Orchard Information Systems Limited	Application Software	Private Equity	266	3.8x
Jul-24	Nanotech Security Corp.	Authentix, Inc.	Cybersecurity	Private Equity	10	
Jul-24	Starfish Associates, LLC	Persistent Systems, Inc.	Workforce Management	Strategic	21	2.5x
Jul-24	Noetic Cyber Inc.	Rapid7, Inc.	Cybersecurity	Strategic	57	
Jul-24	Scribbles Software, LLC.	Instructure Holdings, Inc.	Application Software	Strategic	97	
Jul-24	Skillr	Motomova Inc.	Application Software	Strategic	32	
Median					\$96	5.6x
Mean					\$164	6.5x

Sources: 451 Research, company websites and PMCF proprietary research



What is a Strategic Assessment and Why is it Important?

A Strategic Assessment is a comprehensive report that examines a business holistically with specific consideration given to the financial results, operations, and organizational structure. We advise our clients consider before a planned liquidity event to ensure your company is ready for a transaction. This process includes:

Determining your company's current value

Identifying factors that enhance or erode value and related risk considerations

Developing strategies to bridge gaps in value and market position

7 Reasons Why a Strategic Assessment is Essential for Maximizing Business Value In Preparation of a Liquidity Event

- 1 Prepares your company for the scrutiny of capital investors
- 2 Helps ownership and management identify the value attributes and constraints of the business
- 3 Provides ownership with an understanding of perceived value considerations in the eyes of investors
- 4 Affords your company an opportunity to address shortfalls and enhance the value in advance of a capital transaction
- 5 Helps align corporate strategy with organizational, tax, and wealth transfer planning
- 6 Helps shareholders/management understand how various business strategies can impact future value
- 7 Resolves potential deal obstacles to ensure a smooth diligence process and higher likelihood of deal success

As an investment in your company, PMCF will complete a complimentary Strategic Assessment.

For additional information, please visit pmcf.com

SIGNIFICANT INDUSTRY EXPERTISE AND RESOURCES

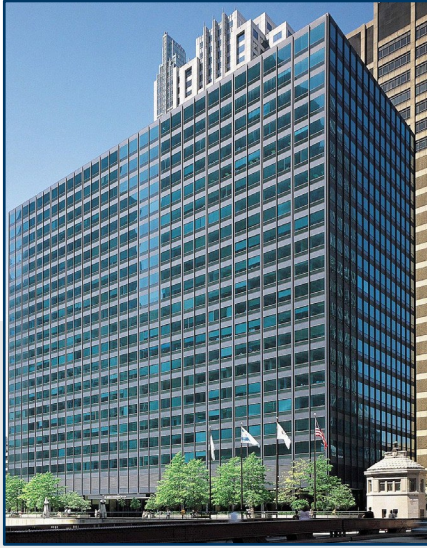
Founded in 1995, PMCF has spent 25+ years successfully advising clients in the middle market. From M&A advisory or capital raising to strategic assessment and transaction planning, we execute transactions to achieve life-changing outcomes for our clients. We leverage our significant deal experience, industry relationships, and a deep understanding of sectors we serve to support our clients' organic and inorganic growth initiatives.

PMCF takes a strategic approach to transaction planning, ensuring the positioning and messaging conveys the unique differentiators of your company. Our affiliation with Plante Moran provides us access to transaction tax experts to provide insight into structure planning considerations.

- Developing strategies to effectively deploy capital and resources to maximize ROI on your high-priority growth initiatives
- Aligning your process capabilities with key macro trends driving industry growth
- Evaluating KPI trends and results and understanding how they are used in daily management
- Reviewing the organizational chart and the internal plan for turnover and/or succession of key management team members
- Pursuing customer diversification at attractive, appropriate margins
- Understanding margin trends and concentrations of margin within product groups or customers
- Assessing your company's differentiation and position in the marketplace
- Leveraging our extensive global relationships to help penetrate new customers and/or markets

About PMCF

OUR LOCATIONS



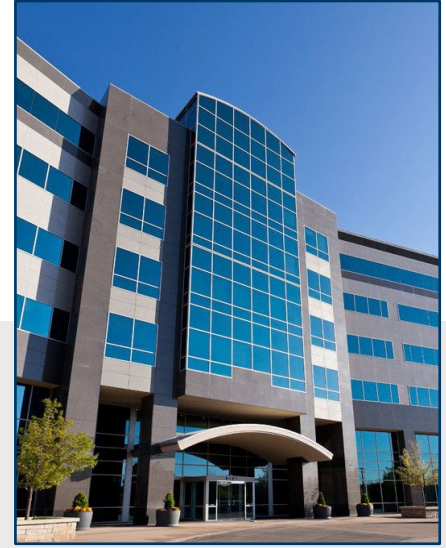
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DETROIT

3000 Town Center
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Southfield, MI 48075
Phone: 248.223.3300



DENVER

8181 E. Tufts Avenue
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Denver, CO 80237
Phone: 720.370.8181

OUR FIRM

PMCF's M&A advisory and investment banking services are designed to provide company shareholders with a trusted advisor to oversee all transaction related aspects of a company sale or strategic acquisition. Our service levels, industry expertise in software and technology, and approach to managing transactions goes well beyond a typical investment banker.

- Differentiated approach via senior banker leadership and direct involvement through every step of the transaction providing a consistent and highly experienced point of contact
- One of the largest, most active investment banking boutiques with a focus on specialty niche businesses
- Proven positioning and marketing processes to obtain premium valuations in company sales
- Tailored sale process provides for extensive upfront preparation, detailed company review and identification of any potential issues in advance, and buyer evaluation/diligence ensuring the right fit
- Unique sale planning approach that helps shareholders best prepare for a future sale whether its six months or several years
- Long-term and client first approach allows PMCF to provide unbiased feedback

PMCF | INVESTMENT BANKING



Two-time winner, Boutique Investment Banking Firm of the Year by M&A Advisor
Awarded, Cross Border Corporate and Strategic Acquisition of the Year by M&A Advisor

Awarded, Cross Border M&A Deal of the Year by M&A Advisor
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