

Transaction Announcement

December 15, 2021

Madison Park Group is pleased to announce its role as exclusive financial advisor to



STRATEGIC SALE



December 2021



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AgileAssets Acquired by Trimble

December 2021



CONTACTS

Michael Magruder
 Managing Director
[Email](#) | [LinkedIn](#)

Jeff Herriman
 Managing Director
[Email](#) | [LinkedIn](#)

R. Drew Ogden
 Managing Director
[Email](#) | [LinkedIn](#)

James Tomasullo
 Associate
[Email](#) | [LinkedIn](#)

Transaction Highlights

- AgileAssets' market leading transportation infrastructure asset management software platform powers the complete asset lifecycle from capital planning through operations management across all major infrastructure asset categories
- Trimble provides technologies in positioning, modeling, connectivity and data analytics which enable customers to improve productivity, quality, safety, transparency and sustainability in various industries including agriculture, construction, geospatial, and transportation

About the Deal

- Founder owned business seeking a strategic sale that maximizes financial returns while ensuring the company's customers and technology will continue to grow
- Selectively engaged with highly qualified strategic acquirers and financial sponsors which were attracted to the company's unmatched technology platform, blue-chip client rolodex and exciting proof-points of growth acceleration
- Selected Trimble as the preferred partner given shared strategic vision, highly complementary capabilities for infrastructure lifecycle management and attractive acquisition proposal

"Madison Park Group delivered amazing, high-quality deal execution with industry knowledge and professionalism, resulting in an incredible outcome for AgileAssets. The MPG deal team brought a tremendous breadth and depth of knowledge across both strategic and financial markets and helped us navigate the perfect storm to get outstanding results with an ideal acquirer."

— Stuart Hudson, Founder & CEO of AgileAssets

Market Relevance



Right People, Right Narrative, Right Time

Growth Stage

FOCUSED ON TRANSACTIONS WITH \$100-500 MILLION ENTERPRISE VALUE

200+

COMPLETED TRANSACTIONS

\$30+

BILLION IN DEAL VALUE

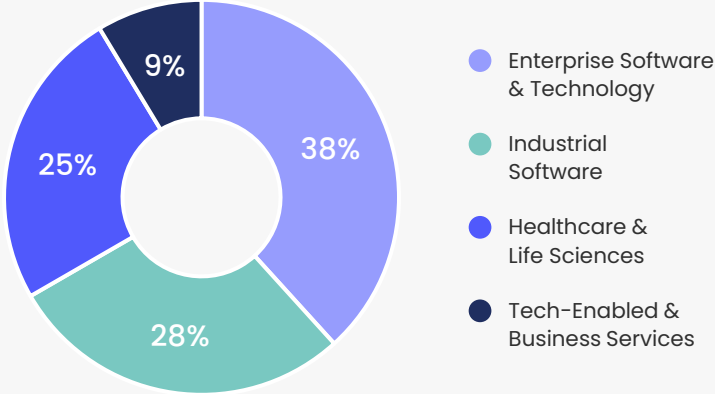
30%+

REPEAT CLIENTS ⁽¹⁾

20

DEDICATED ADVISORS

Our Deep Sector Expertise Drives Better Outcomes



(1) Calculated as total clients divided by clients completing more than one transaction with MPG over client relationship, inclusive of investor relationships



FOCUS

We partner with global technology clients across North America and Europe



EXPERTISE

We specialize in impacting growth strategies to optimize shareholder value creation



STRATEGY

We marry thoughtful corporate strategy planning with stalwart transactional execution



RESOURCES

Domain experts with active relationships across +1,500 investors

Select Recent Transactions

<p><i>Founding Team</i></p>  <p>STRATEGIC SALE</p> 	<p><i>PE-Backed</i></p>  <p>ACQUISITION OF</p> 	<p><i>Founding Team</i></p>  <p>MERGE WITH</p> 	<p><i>Founding Team</i></p>  <p>STRATEGIC SALE</p> 	<p><i>Founding Team</i></p>  <p>STRATEGIC SALE</p> 	<p><i>PE-Backed</i></p>  <p>STRATEGIC SALE</p> 
<p><i>Founding Team</i></p>  <p>FINANCIAL SALE</p> 	<p><i>Founding Team</i></p>  <p>MINORITY INVESTMENT</p> 	<p><i>PE-Backed</i></p>  <p>STRATEGIC SALE</p> 	<p><i>Founding Team</i></p>  <p>FINANCIAL SALE</p> 	<p><i>PE-Backed</i></p>  <p>FINANCIAL SALE</p> 	<p><i>VC-Backed</i></p>  <p>MINORITY INVESTMENT</p> <p><i>Confidential</i></p>
<p><i>VC-Backed</i></p>  <p>STRATEGIC SALE</p> 	<p><i>Founding Team</i></p>  <p>STRATEGIC SALE</p> 	<p><i>Founding Team</i></p>  <p>STRATEGIC SALE</p> 	<p><i>PE-Backed</i></p>  <p>FINANCIAL SALE</p> 	<p><i>PE-Backed</i></p>  <p>FINANCIAL SALE</p> 	<p><i>Proprietary</i></p>  <p>STRATEGIC SALE</p> 

Senior Leadership Team



Jon Adler
Managing Director
[Email](#) | [LinkedIn](#)

Highlight Areas of Expertise

- ✓ EHSQ Technology
- ✓ Healthcare & Life Sciences Technology
- ✓ Non-Profit & Member Management Software



Jeff Herriman
Managing Director
[Email](#) | [LinkedIn](#)

Highlight Areas of Expertise

- ✓ Construct Tech



Rohan Khanna
Managing Director
[Email](#) | [LinkedIn](#)

Highlight Areas of Expertise

- ✓ Healthcare & Life Sciences Technology
- ✓ Managed IT Services
- ✓ Supply Chain Technology



Michael Magruder
Managing Director
[Email](#) | [LinkedIn](#)

Highlight Areas of Expertise

- ✓ Manufacturing Software
- ✓ Supply Chain Technology
- ✓ Sponsor Coverage



R. Drew Ogden
Managing Director
[Email](#) | [LinkedIn](#)

Highlight Areas of Expertise

- ✓ Construct Tech
- ✓ Robotics



Christian Vansant
Managing Director
[Email](#) | [LinkedIn](#)

Highlight Areas of Expertise

- ✓ Cybersecurity
- ✓ Managed IT Services
- ✓ Marketing Technology



Ralph Verrilli
Managing Director
[Email](#) | [LinkedIn](#)

Highlight Areas of Expertise

- ✓ Engineering Software
- ✓ Manufacturing Software
- ✓ IIoT

Disclosure

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MPG | MADISON PARK GROUP

New York

3 Park Avenue, 31st Floor
New York, NY 10016

Massachusetts

101 Federal Street, Suite 1900
Boston, MA 02110

New Hampshire

36 Maplewood Avenue
Portsmouth, NH 03801

Pennsylvania

555 E Lancaster Avenue, Suite 500
Wayne, PA 19087

www.madisonparkgrp.com