



Transaction Announcement

February 1, 2022

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

SEMATELL

Financial Sale



January 2022

Sematell Acquired by PINOVA Capital

January 2022



Financial Sale



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Transaction Highlights

- Sematell is a leading provider of AI-based multi-channel response management software for enterprise contact centers and customer service organizations
- PINOVA Capital is an independent private equity firm investing in high-growth mid-market companies with revenues of €10-75 million in the sectors of industrial technology and information technology
- IMCap Partners is a specialized investment company headquartered in Düsseldorf, Germany, focused on investing in small and medium-sized technology companies

About the Deal

- Sponsor-backed business experiencing strong growth and sustained profitability under ownership of IMCap seeking partner to help expand throughout Europe and internationally
- Heavily pursued by both financial sponsors and strategic acquirers as the business provided market-leading technology in the contact center software market
- Selected PINOVA as the preferred partner given a shared vision for the next stages of the Company's growth and long-term value creation for all stakeholders

"The MPG team did an extraordinary job in crafting the equity story. Their deep insights into the business helped tremendously in the process. They could really explain Sematell to buyers with all the niche characteristics and hence helped us to focus on exactly the right parties in the later stages of the process."

— Jens Weiss, Partner at IMCap Partners

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%

CROSS-BORDER DEALS ⁽¹⁾

40%+

SPONSOR-BACKED CLIENTS

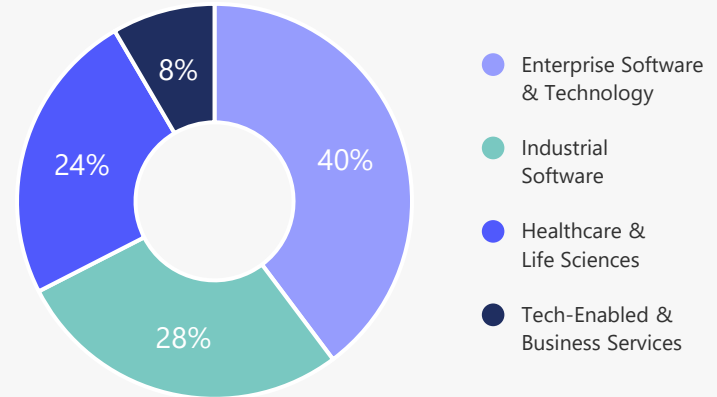
30%+

REPEAT CLIENTS ⁽¹⁾

20

DEDICATED ADVISORS

Our Deep Sector Expertise Drives Better Outcomes ⁽²⁾



(1) Calculated as total clients divided by clients completing more than one transaction with MPG over client relationship, inclusive of investor relationships
 (2) Select deals completed in the last ten years



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>PE-Backed</p> <p>SEMATELL INTERACTION SOLUTIONS</p> <p>Financial Sale</p> <p>PINOVA CAPITAL</p>	<p>Founding Team</p> <p>AgileAssets</p> <p>Strategic Sale</p> <p>Trimble</p>	<p>VC-Backed</p> <p>nextcaller</p> <p>Strategic Sale</p> <p>pindrop</p>	<p>Founding Team</p> <p>Isi</p> <p>Merge With</p> <p>invenio</p>	<p>Founding Team</p> <p>RedSky</p> <p>Strategic Sale</p> <p>everbridge</p>	<p>Founding Team</p> <p>BLUEPRINT Research Group</p> <p>Strategic Sale</p> <p>TRINITY</p>
<p>PE-Backed</p> <p>Romax TECHNOLOGY</p> <p>Strategic Sale</p> <p>HEXAGON</p>	<p>Founding Team</p> <p>TECH SOFT 3D Dependable. Dynamic. Durable.</p> <p>Financial Sale</p> <p>Battery</p>	<p>Founding Team</p> <p>Green Mountain Technology</p> <p>Minority Investment</p> <p>THOMPSON STREET CAPITAL PARTNERS</p>	<p>PE-Backed</p> <p>Cityworks Empowering GIS</p> <p>Strategic Sale</p> <p>Trimble</p>	<p>Founding Team</p> <p>ISOMETRIX</p> <p>Financial Sale</p> <p>CARLYLE</p>	<p>PE-Backed</p> <p>anju LIFE SCIENCES SOFTWARE</p> <p>Financial Sale</p> <p>ABRY PARTNERS</p>
<p>VC-Backed</p> <p>assemble</p> <p>Strategic Sale</p> <p>AUTODESK</p>	<p>Founding Team</p> <p>CLEAREDGE 3D</p> <p>Strategic Sale</p> <p>TOPCON</p>	<p>PE-Backed</p> <p>arena</p> <p>Financial Sale</p> <p>JMI EQUITY</p>	<p>Founding Team</p> <p>Polaris</p> <p>Strategic Sale</p> <p>QuintilesIMS</p>	<p>PE-Backed</p> <p>afs technologies</p> <p>Financial Sale</p> <p>COURT SQUARE</p>	<p>Founding Team</p> <p>VISTAGY engineer success</p> <p>Strategic Sale</p> <p>SIEMENS</p>



Denotes \$100M+ EV Transaction

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Highlight Areas of Expertise

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



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Highlight Areas of Expertise

- ✓ Construct Tech



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Highlight Areas of Expertise

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



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Highlight Areas of Expertise

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



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- ✓ Construct Tech
- ✓ Robotics



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- ✓ Managed IT Services
- ✓ Marketing Technology



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Highlight Areas of Expertise

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- ✓ Manufacturing Software
- ✓ IIoT

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