



Insights

Market Update 2021 M&A Report

March 2022

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2021 M&A Market Update

MADISON PARK GROUP

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I.



The Big Picture

M&A Year in Review











MADISON PARK GROUP

Large-Scale Acquisitions Continue to Set the Pace of the Software Market
















- U.S. technology M&A deals reached new peaks in 2021 with 4,360 closed transactions representing \$1.24t in value (96.8% YoY Growth)⁽¹⁾
- Madison Park Group observed several key themes that drove the massive scale-up in M&A activity in 2021:
 - Loose monetary policy coupled with ample dry powder and generous fiscal accommodations
 - Tax regime changes incentivized founders with shorter time horizons to evaluate strategic exits sooner
 - Frothy valuations driven by public market performance in the wake of the pandemic

Key Announcements & Market Events

Strategic Acquisitions

<p>Intuit Confirms \$12.0b Deal To Buy Mailchimp</p> <p>September 2021 </p>	<p>IBM is Acquiring Cloud App and Network Management Firm Turbonomic for up to \$2.0b</p> <p>April 2021 </p>
<p>Rockwell Automation Acquires Plex Systems for \$2.2b</p> <p>August 2021 </p>	<p>Thermo Fisher Buys PPD for \$17.4b in Waltham Giant's Largest Deal to Date</p> <p>April 2021 </p>
<p>Sweden's Hexagon Buys Infor EAM for \$2.7 Billion, Develops Ties with Koch</p> <p>July 2021 </p>	<p>Microsoft to Acquiring Nuance Communications for \$19.7 Billion</p> <p>April 2021 </p>
<p>Icon to Buy Clinical-Trial Rival PRA in \$12.0 Billion Deal</p> <p>July 2021 </p>	<p>Panasonic to Buy Supply Chain Software Provider Blue Yonder in \$7.1b deal</p> <p>April 2021 </p>
<p>Salesforce to Acquire Slack for \$27.7 Billion</p> <p>July 2021 </p>	<p>Bentley Systems Leapfrogs into 3D Geological Modeling with Billion Dollar Acquisition</p> <p>March 2021 </p>

PE Transactions

<p>Clearlake Capital to Buy Cornerstone OnDemand for \$5.2b</p> <p>October 2021 </p>	<p>Permira to Take Email Security Firm Mimecast Private in \$5.8 Billion Deal</p> <p>December 2021 </p>	<p>Thoma Bravo to Take Software Firm Medallia Private for \$6.4 Billion</p> <p>July 2021 </p>
<p>Lexipol, Policy Writer for Public Safety, Swaps Owners, Now GTCR</p> <p>October 2021 </p>	<p>Thoma Bravo Agrees to Buy Bottomline for About \$2.6 Billion</p> <p>December 2021 </p>	<p>Stamps.com to be Bought by Thoma Bravo in \$6.6 Billion Cash Deal</p> <p>July 2021 </p>
<p>Apax Partners to Merge EveryAction, Social Solutions and CyberGrants in \$2.0b deal</p> <p>August 2021 </p>	<p>McAfee to be Taken Private by Advent-led group in \$14.0 Billion deal</p> <p>November 2021 </p>	<p>Thoma Bravo to Take QAD Inc. Private for \$2.0 Billion</p> <p>June 2021 </p>
<p>Blackstone to Buy ESG Software Provider Sphera in \$1.4 Billion Deal</p> <p>July 2021 </p>	<p>ORBCOMM Announces Completion of \$1.1 Billion Acquisition by GI Partners</p> <p>September 2021 </p>	<p>KKR, CD&R Strike \$5.3 Billion Deal to Buy Cloudera</p> <p>June 2021 </p>
<p>Aras Announces Significant Growth Investment by GI Partners</p> <p>April 2021 </p>	<p>Inovalon to Go Private in \$7.3 Billion Deal</p> <p>August 2021 </p>	<p>Thoma Bravo's \$12.3 Billion Purchase of Proofpoint is the Largest Private Equity Cloud Deal</p> <p>April 2021 </p>

To View News, Click On Source Logo

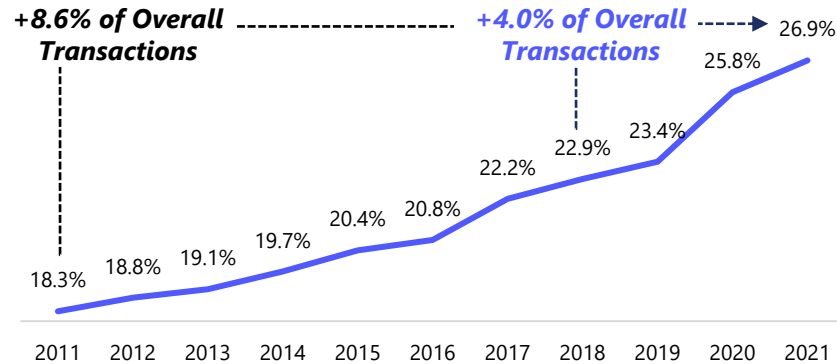
M&A Dashboard

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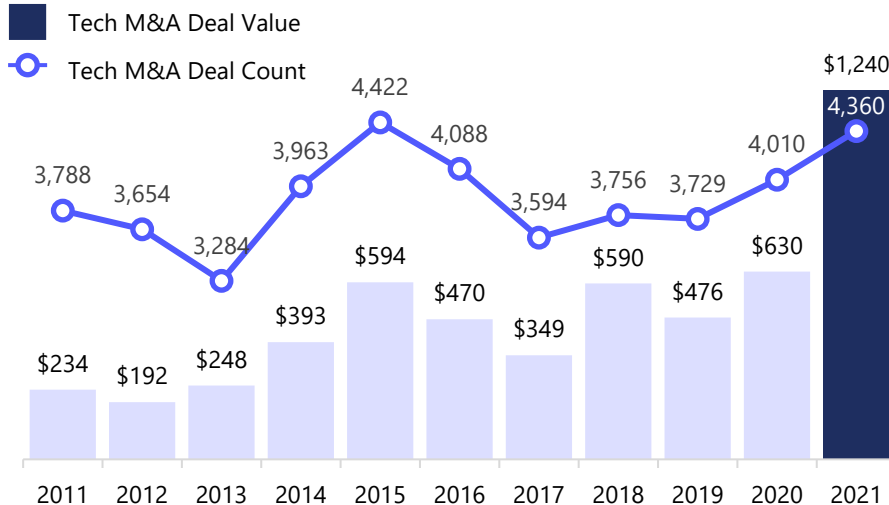
Uptick in Software M&A Deal Volume Outpacing Broader Market Activity and Pushing Valuations Upward

Search for Growth Assets has Led to a Focus on Software⁽¹⁾...

— Software Transactions as % of Total M&A Deal Activity



...has Led to a Booming Marketplace with a High Velocity of Transactions⁽³⁾ ...



Sources: Pitchbook, 451 Research's M&A KnowledgeBase, S&P Global Market Intelligence

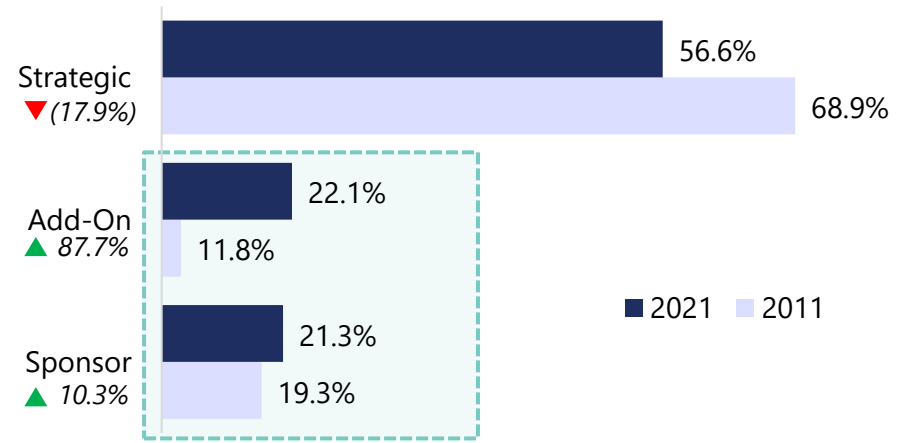
(1) Total transaction counts in North America and Western Europe

(2) % of completed software transactions based on count of 2011 and 2021 deals

(3) Global technology-telecom deal count and transaction volume

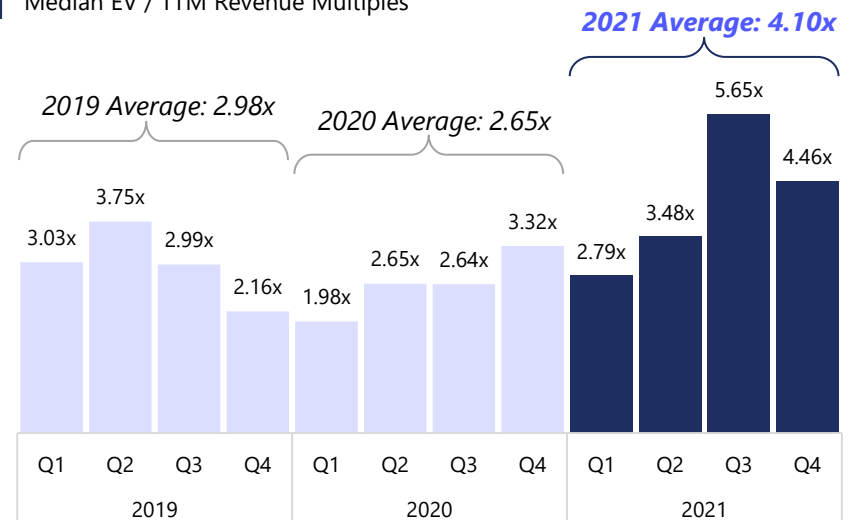
(4) Median EV / TTM Revenue deal multiples from software transactions in North America and Europe

...while Increasingly Dedicated and Competitive Sponsor Involvement⁽²⁾...



...Driving Up Valuations for Quality Software Assets to New Peak Levels⁽⁴⁾

























































































■ Median EV / TTM Revenue Multiples



Select Notable Highly Active Strategic Buyers

Mature Software and Tech Players Seek Growth via Acquisition

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Acquirer	Ownership	2021 Deal Count	Notable 2021 Software Acquisitions ⁽¹⁾
 revalize	  ASSOCIATES	12	          
 Microsoft	Public (Nasdaq:MSFT)	13	         
 aptean	  ASSOCIATES	10	        
 accenture	Public (NYSE: ACN)	58	      
 IBM	Public (NYSE:IBM)	16	      
 Unity®	Public (NYSE:U)	7	      
 servicenow	Public (NYSE:NOW)	7	      
 salesforce	Public (NYSE:CRM)	6	     
 HEXAGON	Public (OM:HEXA)	6	    
 SIEMENS	Public (XTRA:SIE)	5	    

>\$1.0b Announced Deal Value

>\$100.0m Announced Deal Value




































































































Sources: Pitchbook, S&P Capital IQ

(1) Deal values based on publicly available information

Select Notable Highly Active Financial Buyers

Significant Mega-Deal Software Platform Creations

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Acquirer	2021 Total Deal Count ⁽¹⁾	AUM	Dry Powder	Notable 2021 Software / Technology Platform Acquisitions
 ASSOCIATES	220	\$49.7b	\$12.4b	 WORKWAVE  PDQ.com  appfire  mediaocean  precisely  insurity  riskconnect  revalize  helpsystems  Emphasys
 ALPINE	126	\$7.0b	\$2.0b	 TruckerTools  INNOVATIVE SYSTEMS  ASPIRA  ALICE  homebot  Loomly  Bitfocus
 Hg	105	\$40.0b	\$11.6b	 IHAXchange  riskalyze  MMIT  LITERA  insightsoftware  MDT SOFTWARE  revalize  Prophix
 VISTA	76	\$86.0b	\$10.3b	 PLURALSIGHT  Salesloft  POWER FACTORS  GRANICUS  arcos  ellucian  Khoros  KnowBe4  AlertMedia  triplelift  blueconic  eso
 INSIGHT PARTNERS	71	\$30.0b	\$6.0b	 Fanatics  ARMIS  inovalon  KEYFACTOR  Vector Solutions  brinqa  DISTROKID  Zone  CoreLogic  CIVICPLUS
 CLEARLAKE	62	\$60.0b	\$5.1b	 RSA  BeyondTrust  Confluence  cornerstone  nThrive  newfold digital  investcloud  precisely
 FP FRANCISCO PARTNERS	61	\$30.0b	\$8.2b	 VENDAVO  BILL4TIME  nmi  IMAGINE Software  zenefits  Forcepoint  MATRIXx SOFTWARE  boomi  Dynamo  SOURCESCRUB
 THOMABRAVO	60	\$91.0b	\$14.8b	 motus  talent  QAD  greenphire  CALABRIO  applitools  proofpoint  Bottomline  FLEXera  Adenza
 AKKR	37	\$10.0b	\$5.1b	 enmark SYSTEMS, INC.  PAYVERIS  atp  finovera  PropLogix  drips  GPSINSIGHT  navis  salary.com
 MARLIN EQUITY PARTNERS	32	\$8.1b	\$1.4b	 ABBYY  ProcessUnity  IMAGINE Software  exegy  DOZUKI
Total	1,120	\$809.7b	\$166.4b	

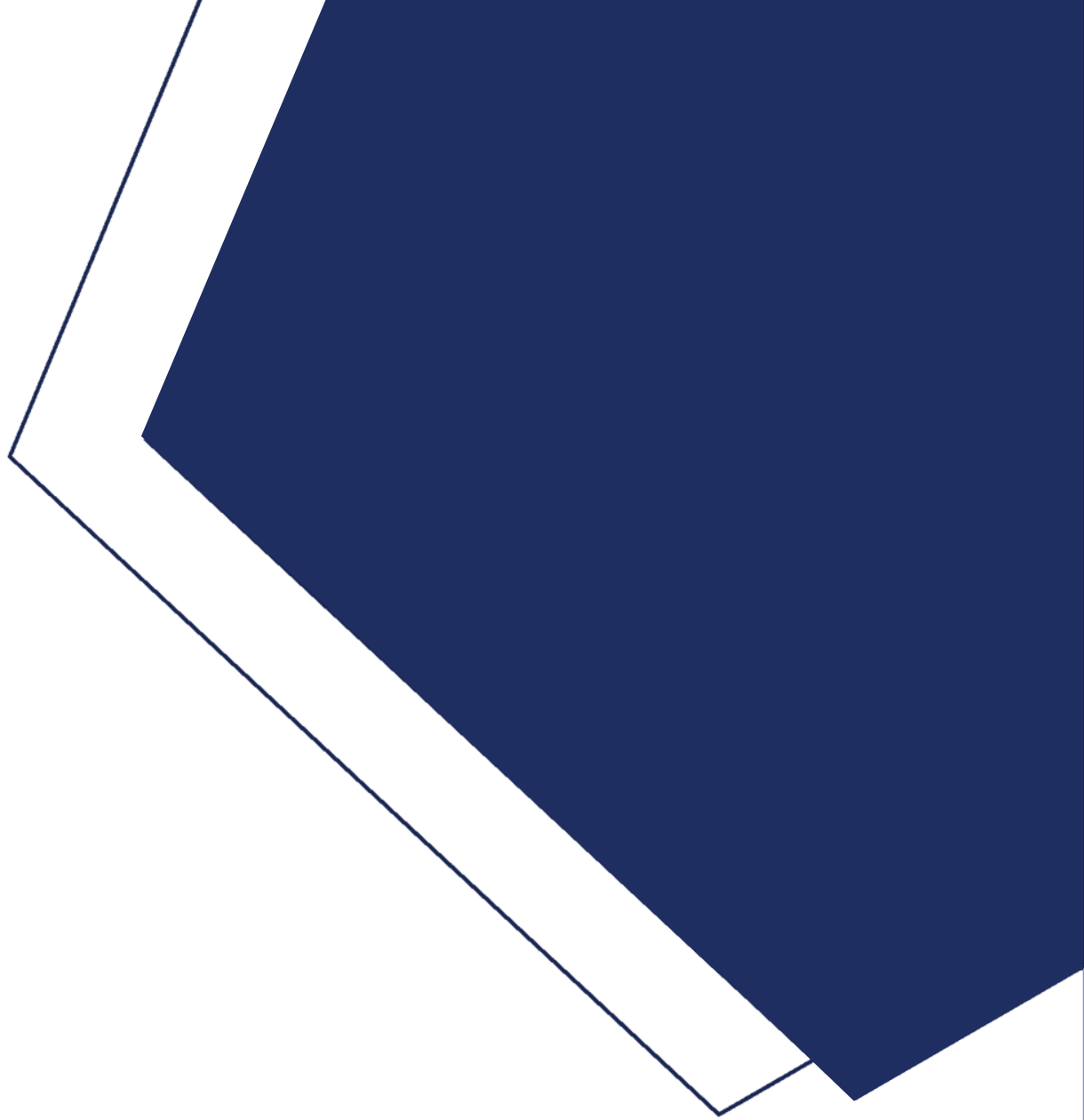
Sources: Pitchbook, S&P Capital IQ

(1) Inclusive of add-ons

II.



Deals Update by Sector


















Notable Transactions in 2021

Corporate & Business Solutions Software

MADISON PARK GROUP

\$ in millions

Acquirer	Target	Date	MPG Subsector	Transaction	EV / Revenue	EV / EBITDA
					Valuation Metrics	
zendesk	momentive 	Oct-21 ⁽¹⁾	Marketing & Advertising	\$4,515	10.56x	n/a
bill.com	Invoice2go 	Sep-21	Accounting & Fintech	\$625	26.04x	n/a
intuit	mailchimp 	Sept-21	Marketing & Advertising	\$12,000	17.14x	n/a
	cornerstone 	Aug-21	Human Resources	\$5,200	6.28x	27.0x
	slack 	Jul-21	Communications & Collaboration	\$27,700	31.62x	n/a
twilio 	zipwhip 	Jul-21	Communications & Collaboration	\$838	8.88x	n/a
Broadridge 	ITIVITI 	May 21	Accounting & Fintech	\$2,521	10.60x	n/a
Microsoft 	NUANCE 	Apr-21	Communications & Collaboration	\$19,700	15.35x	n/m
CERIDIAN	Ascender 	Mar-21	Human Resources	\$451	6.76x	n/a
citrix	wrike 	Jan-21	Communications & Collaboration	\$2,250	16.01x	n/a
Average					15.25x	27.0x

Sources: Pitchbook, Capital IQ, corporate websites, press releases, LinkedIn





















(1) Transaction cancelled on February 25, 2022

Notable Transactions in 2021

Industrial Software

MADISON PARK GROUP

\$ in millions







Acquirer	Target	Date	MPG Subsector	Transaction	EV / Revenue	EV / EBITDA
					Valuation Metrics	
 Trimble	 AgileAssets	Dec-21	Industrial Tech	Conf.	Conf.	Conf.
 THOMABRAVO	 QAD	Nov-21	Industrial Tech	\$1,800	5.65x	n/m
 EMERSON	 aspentech	Oct-21	Industrial Tech	\$11,000	16.46x	38.2x
 Rockwell Automation	 PLEX	Aug-21	Commerce & Supply Chain Management	\$2,220	14.67x	n/a
 FORTIVE	 ServiceChannel	Aug-21	Commerce & Supply Chain Management	\$1,200	17.14x	n/a
 Blackstone	 sphera	Jul-21	Environmental, Health, Safety & Quality Tech	\$1,400	n/a	n/a
 HEXAGON	 infor EAM	Jul-21	Industrial Tech	\$2,700	14.67x	n/a
 Bentley	 SEEQUENT	Mar-21	Engineering & Design	\$1,050	9.91x	n/a
 E2OPEN	 BLU JAY SOLUTIONS	May-21	Commerce & Supply Chain Management	\$1,700	9.71x	n/a
 ptc	 arena	Jan-21	Engineering & Design	\$715	14.30x	n/a
MPG Advised				Average	15.36x	33.7x

Notable Transactions in 2021

Healthcare & Life Sciences Software

\$ in millions

MADISON PARK GROUP

Acquirer	Target	Date	MPG Subsector	Transaction	EV / Revenue	EV / EBITDA
					Valuation Metrics	
 ORACLE	 Cerner	Dec-21	Healthcare Software & Data	\$28,055	4.92x	19.2x
CARLYLE	 saama	Oct-21	Healthcare Software & Data	\$430	n/a	n/a
 Omnicell	FDSAMPLICARE	Sep-21	Healthcare Software & Data	\$177	6.10x	n/a
CERTARA ^o	PINNACLE ²¹	Aug-21	Life Sciences Software	\$310	13.19x	n/a
 wgc	 VeraSci	Jul-21	Life Sciences Software	\$330	n/a	n/a
 R1	 visitpay	Jul-21	Healthcare Services	\$305	14.68x	n/a
 HealthCatalyst	twistle	Jul-21	Healthcare Software & Data	\$105 ⁽¹⁾	13.06x	n/a
CLARIO ⁽²⁾	 ERT + BIOCLINICA	Apr-21	Life Sciences Software	\$5,900	7.38x	n/a
 IQVIA	 Q2 Solutions	Apr-21	CRO & Life Sciences Services	\$1,895	3.79x	n/m
 InsightfulScience	 dotmatics knowledge solutions	Mar-21	Life Sciences Software	\$680	16.26x	n/a
Average					9.00x	15.5x

Sources: Pitchbook, Capital IQ, corporate websites, press releases, LinkedIn

(1) Transaction value excluding \$65 million earnout






















(2) ERT and BioClinica merged, later the merged entity rebranded as Clario

Notable Transactions in 2021

Business Infrastructure Solutions Software

MADISON PARK GROUP

\$ in millions

Acquirer	Target	Date	MPG Subsector	Transaction	EV / Revenue	EV / EBITDA
					Valuation Metrics	
 Advent International GLOBAL PRIVATE EQUITY	 McAfee™	Nov-21	Cybersecurity	\$14,000	7.67x	21.5x
 MSCI	 REAL CAPITAL ANALYTICS	Sep-21	Business Intelligence & Analytics	\$950	13.57x	n/a
 THOMABRAVO	 Medallia	Oct-21	Business Intelligence & Analytics	\$6,400	12.91x	n/a
 THOMABRAVO	 proofpoint.	Aug-21	Cybersecurity	\$12,300	10.81x	n/a
 Payoneer	 FT	Jun-21	Payments	\$3,637	10.54x	n/a
 bill.com	 Divvy	Jun-21	Payments	\$2,500	25.00x	n/a
 CLAYTON DUBILIER & RICE	 KKR	Jun-21	Business Intelligence & Analytics	\$5,300	6.40x	n/m
 okta	 auth0	May-21	Cybersecurity	\$6,500	26.00x	n/a
 CROWDSTRIKE	 humio	Mar-21	Data Providers & Infrastructure	\$370	25.72x	n/a
 xplor ⁽¹⁾	 CLEARRENT™ Built Different. +  TSG	Feb-21	Payments	\$3,000	n/a	n/a
Average					15.72x	21.5x

Sources: Pitchbook, Capital IQ, corporate websites, press releases, LinkedIn




















(1) The Clearent and TSG merger established the Xplor platform, led by Advent

Notable Transactions in 2021

IT Services

\$ in millions

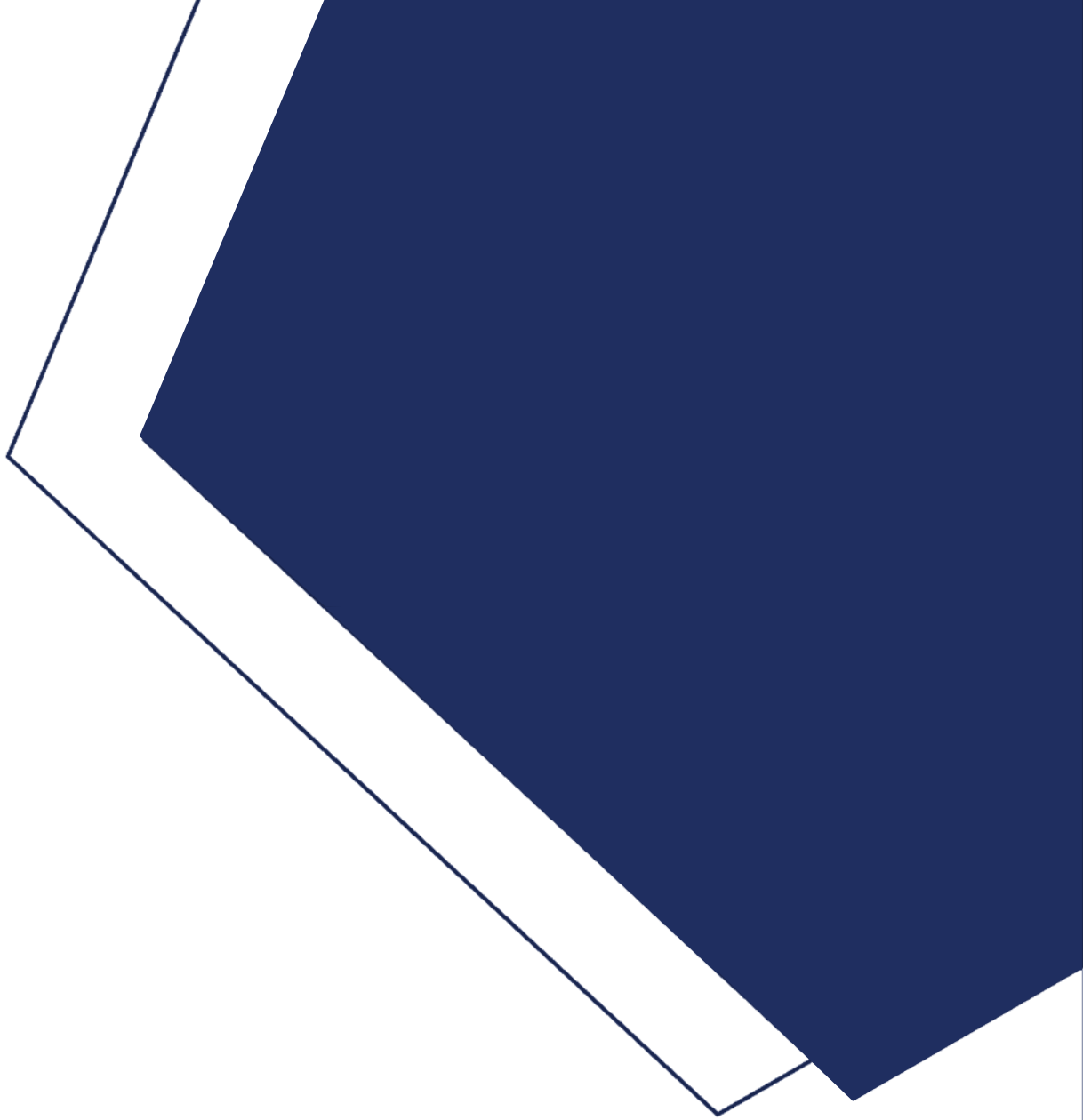
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Acquirer	Target	Date	MPG Subsector	Transaction	EV / Revenue	EV / EBITDA
					Valuation Metrics	
 netcompany		Oct-21	IT Implementation	\$271	n/a	12.9x
		Sep-21	IT Services	\$8,300	0.20x	9.5x
		Jul-21	MSSP	\$342	5.70x	18.9x
		May 21	IT Services	\$7,100	1.58x	12.0x
Booz Allen Hamilton		May 21	IT Implementation	\$725	2.13x	14.5x
		Mar-21	MSSP	\$100	7.14x	n/a
		Mar-21	Network Connectivity	\$4,975	8.53x	44.9x
		Mar-21	MSSP	\$125	n/a	n/a
		Feb-21	IT Services	Conf.	Conf.	Conf.
		Feb-21	IT Consulting	\$245	n/a	n/a
MPG Advised				Average	3.91x	18.3x

III.



2021 MPG Deals Spotlight



Compliance Group receives \$75 Million Investment

December 2021

MADISON PARK GROUP



Financial Sale



In Partnership with Founding Team

CONTACTS

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Frank Schiffer
Analyst
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Transaction Highlights

- Compliance Group is a leading provider of healthcare compliance software, offering a cloud-based solution for healthcare organizations and vendors serving the healthcare industry to manage HIPAA, OSHA, and more regulatory frameworks
- Bootstrapped since its founding, the Company has experienced rapid growth due to the comprehensive nature of its compliance management platform which spans pain-points from audit management, gap analysis & remediation, employee training, and more

About the Deal

- Bootstrapped business with strong historical growth seeking a partner to help scale compliance offerings
- MPG was engaged due to its track record and deep coverage in the compliance & risk management software ecosystem, as well as its deep relationships with financial sponsors
- Selected Aldrich Capital Partners as the preferred partner due to the potential for long-term value creation for the Company's shareholders and management

"The team at Madison Park Group exceeded our expectations. They brought a wealth of experience, knowledge, and a deep understanding and appreciation of the unique aspects of our business. They were great in guiding us in complex discussions and delivered an outstanding outcome for our shareholders and employees. I would highly recommend them."

— Marc Haskelson, President & CEO, Compliance Group

Market Relevance

Privacy & Security Software

Healthcare

Governance, Risk & Compliance

AgileAssets acquired by Trimble

December 2021



Strategic Sale



In Partnership with Founding Team

CONTACTS

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James Tomasullo
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Transaction Highlights

- AgileAssets’ market leading transportation infrastructure asset management 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

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 high-quality deal execution, industry knowledge and professionalism, resulting in an incredible outcome for AgileAssets. The MPG deal team brings a tremendous breadth of knowledge across both strategic and financial markets and helped us navigate the perfect storm to get to this grand outcome.”

— Stuart Hudson, Founder & CEO of AgileAssets

Market Relevance

Industrial Technology	Enterprise Asset Management	Public Sector
-----------------------	-----------------------------	---------------

InRule Technology acquires Barium AB

September 2021

MADISON PARK GROUP

inrule

Acquisition Of

barium

In Partnership with OpenGate

CONTACTS

Chris Vansant

Managing Director

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Frank Schiffer

Analyst

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Transaction Highlights

- InRule Technology, provider of the leading decision platform for automating mission-critical business decisions and a portfolio company of OpenGate Capital, has acquired Barium AB, a Sweden-based provider of digital process automation (DPA) SaaS solutions
- Barium utilizes a single platform that pairs the power of AI, including automated decisions and explainable machine learning, with digital process automation

About the Deal

- Barium represents InRule's second add-on acquisition this year and helps automate a wide variety of enterprise processes, from case management and loan origination to order fulfillment, inventory management, customer and employee onboarding
- The combined solution will enable customers to deliver more dynamic, reliable, seamless user experiences that improve business outcomes today, while providing scalability and flexibility to meet the business challenges of tomorrow

"InRule Technology's vision has always been to make automation accessible across the enterprise and the acquisition of Barium is another significant milestone on our journey to bring that vision to life.

Our close collaboration with MPG was integral in fulfilling this crucial step toward realizing our vision and we are appreciative of their time, efforts and counsel."

— Rik Chomko, Co-Founder & CEO of InRule Technology

Market Relevance



Gimmel acquires Sherpa

May 2021

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Acquisition Of



In Partnership with Rubicon Technology Partners

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Transaction Highlights

- Gimmel, a leading provider of information governance software solutions and a portfolio company of Rubicon Technology Partners, has acquired Sherpa Software, a Pittsburgh-based enterprise data governance and eDiscovery solutions provider
- Sherpa adds significant data governance and eDiscovery capabilities to Gimmel's information governance platform

About the Deal

- This transaction marks the fourth acquisition by Gimmel and furthers its strategy to become the leading provider of information governance solutions to enterprises and governments
- Sherpa adds the ability to locate and produce data from a variety of sources for regulatory compliance, litigation, or investigations, and pinpoint content that may put your company at risk of violating CCPA, GDPR, or other regulatory requirements, discover sensitive information across the enterprise to ensure proper management of data

Advising us on our third acquisition in less than a year, MPG has proven to be a valued partner to Gimmel and helped us accelerate our long-term product and market strategy." "

— Mark Johnson, Chief Executive Officer of Gimmel

Market Relevance

Corporate & Business Solutions	Data Governance	eDiscovery
--------------------------------	-----------------	------------

NextCaller acquired by Pindrop

March 2021

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nextcaller 

Strategic Sale

 **pindrop**®

In Partnership with Founding Team

CONTACTS

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Associate

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Transaction Highlights

- Next Caller is an enterprise-grade device verification, ANI validation, and spoof detection technology platform that uses live APIs to provide threat analysis in under 300 milliseconds
- VeriCall has validated over 2 billion calls for leading financial services, insurance, hospitality, and telecom brands
- Next Caller delivers industry-leading call verification rates in excess of 75%, and brings a range of flexible solutions to support personalization and self-service over the phone using ANI validation to verify customers, and spoof detection to identify high-risk calls

About the Deal

- Next Caller, a leading provider of device verification technology, has been acquired by Pindrop, an Atlanta-based identity and fraud prevention technology firm backed by Andreessen Horowitz
- The acquisition will allow current and future customers of both companies to experience greater flexibility and increase their options to support personalization, fraud prevention, ANI validation, authentication and caller verification – all while working with a Pindrop company

“The Madison Park Group team was invaluable in charting the best path forward for Next Caller. The team consistently went above and beyond the call of duty to ensure our transaction was a success.”

— Ian Roncoroni, CEO of Next Caller

Market Relevance

Business Infrastructure &
Data Solutions

Cybersecurity

Call Center Software

LSI merger with Invenio

February 2021

MADISON PARK GROUP



Merger With



In Partnership with BGF

CONTACTS

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Ralph Verrilli

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Sean Stouffer

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Transaction Highlights

- LSI's extensive experience with SAP's digital core and cloud solutions combined with Invenio's strengths in SAP solutions for tax and revenue management and digital supply chain create a broad solutions platform for SAP customers worldwide
- LSI's North American focus compliments Invenio's success in Europe, the Middel East and Asia Pacific regions
- The expanded capabilities of the new organization include SAP, Amazon Web Services, Microsoft Azure, and Google Cloud Platform accreditations

About the Deal

- LSI Consulting, a leading provider of implementation and application managed services for the SAP ecosystem, has been acquired by Invenio, a UK-based SAP technology consulting firm backed by Business Growth Fund Limited
- LSI Consulting and Invenio Business Solutions are delighted to announce the merger of their companies, which will deliver significant benefits to existing customers and drive accelerated future growth for the enlarged organization

"A deal like this requires considerable expertise – an understanding of the SAP partner ecosystem and the impact of complex technological factors including the cloud and indirect sales channels. In the technology world the only constant is change. MPG was a great partner. They understood our business, identified the appropriate partner, assembled a team of professionals to work through the details of the transaction and delivered when it counted."

— Shyamal Jajodia, Co-Founder and Partner, LSI Consulting

Market Relevance

IT Services	SAP Implementation	Public Sector
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Andavi Solutions acquires GreatVines

February 2021

MADISON PARK GROUP



Acquisition Of



In Partnership with Endeavour Capital

CONTACTS

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Managing Director

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James Tomasullo

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Transaction Highlights

- The acquisition of GreatVines furthers Andavi's mission to become the leading provider of software and data insights across the alcoholic beverage supply chain
- GreatVines offers enterprise-level sales execution analytics that help transform transactional data into actionable intelligence for more efficient, effective beverage sales and trade marketing

About the Deal

- Andavi Solutions, a alcoholic beverage software and data analytics technology company, has acquired GreatVines, the leading sales execution and trade promotion management software provider for global suppliers, distributors, retailers and promotional agencies

"We are extremely excited about the GreatVines software and data offerings and growth potential ... its impressive roster of domestic and global clients represents a tremendous opportunity to address industry challenges with actionable insights, advanced decision- making tools, and real-time mobile friendly solutions."

— Lisa Whinnie, President & COO, Andavi Solutions

Market Relevance

Corporate & Business Solutions	Supply Chain Technology	Beverage Sales Execution
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RedSky acquired by EverBridge

January 2021

MADISON PARK GROUP



Strategic Sale



In Partnership with Founding Team

CONTACTS

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Managing Director

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James Tomasullo

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Frank Schiffer

Analyst

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Transaction Highlights

- RedSky is the leading provider of E911 solutions. More than one million workers, students, guests and visitors rely on RedSky for E911 protection
- The combined companies are positioned at the forefront of the public safety and critical event management software industry
- The acquisition complements Everbridge's Public Warning strategy of expansion into corporate, healthcare, and higher education markets

About the Deal

- RedSky Technologies ("RedSky"), the leading SaaS emergency response and E911 software provider, has been acquired by Everbridge (NAS:EVBG), a critical event management and mass notification software company

"In our transaction process, it was important we precisely articulated our emergency response technology positioning and value across mobility, safety and remote work – MPG delivered on all of it! Rohan and the MPG team's diligent analysis and constant guidance exceeded expectations as our "investment banker" and tightly integrated them as a core part of our team. In doing so they brought forward the full potential of our team's 20+ years of hard work and achieved a great outcome with incredible finesse at the negotiation table... all during the COVID lockdown."

— Tony Maier, CEO of RedSky

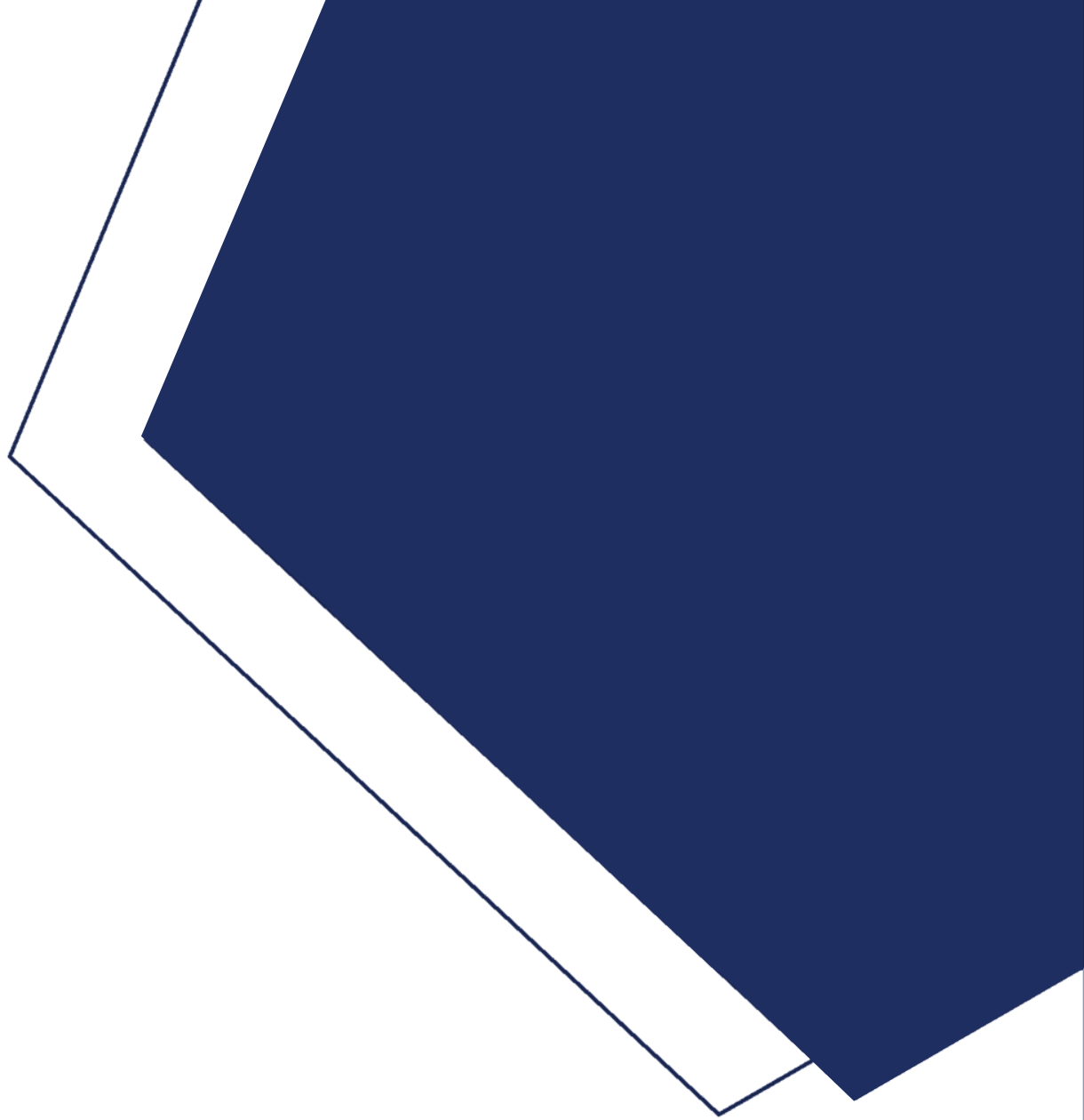
Market Relevance

Industrial Software	Emergency Notifications	E911 Compliance
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IV.



About Us



Growth Stage

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

200+

COMPLETED TRANSACTIONS

\$30+

BILLION IN DEAL VALUE

~30%

CROSS-BORDER DEALS ⁽²⁾

40%+

SPONSOR-BACKED CLIENTS

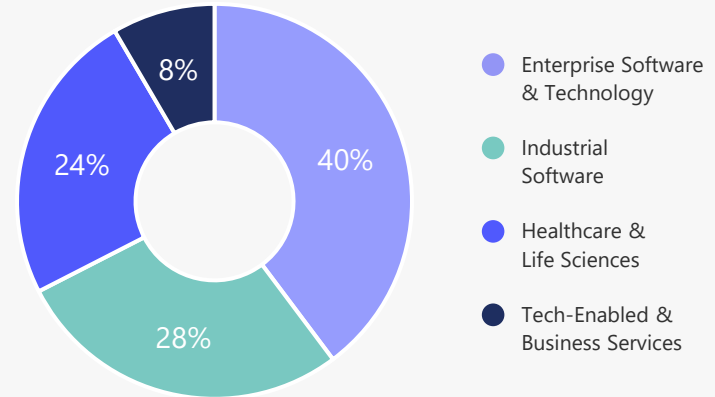
30%+

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

Senior Leadership Team

20+ Years Average Investment Banking & Technology Advisory Experience

MADISON PARK GROUP



Jonathan 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

Select Recent Transactions

Right People, Right Narrative, Right Time

MADISON PARK GROUP

<p>Founding Team</p>  <p>Financial Sale</p> 	<p>PE-Backed</p>  <p>Financial Sale</p> 	<p>Founding Team</p>  <p>Financial Sale</p> 	<p>Founding Team</p>  <p>Strategic Sale</p> 	<p>VC-Backed</p>  <p>Strategic Sale</p> 	<p>Founding Team</p>  <p>Merger With</p> 
<p>Founding Team</p>  <p>Strategic Sale</p> 	<p>Founding Team</p>  <p>Strategic Sale</p> 	<p>PE-Backed</p>  <p>Strategic Sale</p> 	<p>Founding Team</p>  <p>Financial Sale</p> 	<p>Founding Team</p>  <p>Minority Investment</p> 	<p>PE-Backed</p>  <p>Strategic Sale</p> 
<p>Founding Team</p>  <p>Financial Sale</p> 	<p>PE-Backed</p>  <p>Financial Sale</p> 	<p>VC-Backed</p>  <p>Strategic Sale</p> 	<p>PE-Backed</p>  <p>Financial Sale</p> 	<p>Founding Team</p>  <p>Strategic Sale</p> 	<p>PE-Backed</p>  <p>Financial Sale</p> 

[Click here for our full transaction list](#)

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Construct Technology



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EHSQ



[See our 2021 Report](#)

Marketing Tech



Supply Chain Execution



[See our 2022 Report](#)

Cybersecurity



[See our 2021 Report](#)

Life Sciences Software



[See our 2022 Report](#)

Member Management Software



[See our 2020 Report](#)

Supply Chain Planning

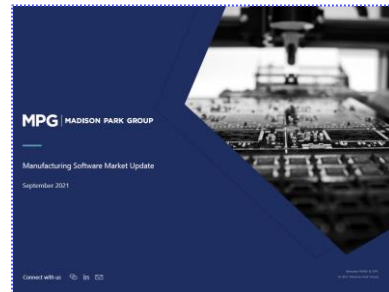


Engineering Technology



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Manufacturing Tech



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Market Coverage



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Sources & Disclosures

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Sources & Notes

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3. Tracxn
4. LinkedIn
5. Public company releases, filings, and earnings transcripts

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2. Reuters
3. Wall Street Journal
4. The New York Times
5. TechCrunch
6. Forbes
7. Business Insider
8. Bloomberg

9. CNBC

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1. Miscellaneous company and press releases

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