



Transaction Announcement

June 14, 2022

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



Acquisition Of



June 2022

Andavi Solutions has Acquired Tradeparency and Business Impact

June 2022



Transaction Highlights

- Andavi Solutions has completed the acquisitions of Tradeparency, a leading provider of trade promotion management software solutions for the wine & spirits industry, and Business Impact, a business intelligence and analytics solutions provider focused on the wine & spirits and food & beverage industries
- Andavi is backed by Endeavour Capital, a private investment firm founded in 1991 focused on partnering with middle market companies to help them achieve ambitious growth objectives
- Andavi Solutions offers a suite of technology solutions for superior sales execution, optimized promotion and spend management and better decision making in the three-tier ecosystem

About the Deal

- Tradeparency's purpose-built platform is a natural complement to Andavi's suite of sales execution and category management solutions, and enables customers to confidently navigate the supplier/distributor channels and gain full visibility on activity and spend
- The addition of Business Impact helps Andavi meet the growing demand from customers for complex data ingestion and mapping to provide full visibility into distribution their models
- These acquisitions add best-in-class technology, data insights and clientele base to Andavi, further establishing the platform as a market leader

CONTACTS

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

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

Frank Schiffer
Associate
[Email](#) | [LinkedIn](#)

"We are extremely excited about our recent acquisitions and growth potential. Madison Park Group continues to be a great partner driving our M&A initiatives and has been an excellent resource for us to navigate the food and beverage solutions ecosystem."

— Lisa Whinnie, CEO, Andavi Solutions

Market Relevance

Corporate & Business Solutions	Data & Analytics	Food & Beverage Software
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Growth Stage

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

200+

COMPLETED TRANSACTIONS

\$30+

BILLION IN DEAL VALUE

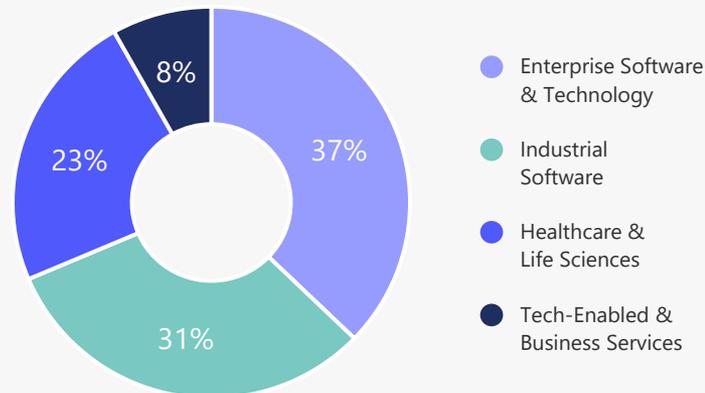
30%+

REPEAT CLIENTS ⁽¹⁾

22

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 global investors

Select Recent Transactions

<p>PE-Backed</p>  <p>Acquisition Of</p>  	<p>Founding Team</p>  <p>Financial Sale</p> 	<p>PE-Backed</p>  <p>Acquisition Of</p> 	<p>Founding Team</p>  <p>Financial Sale</p> 	<p>PE-Backed</p>  <p>Financial Sale</p> 	<p>Founding Team</p>  <p>Strategic Sale</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> 

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Senior Leadership Team



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

Highlight Areas of Expertise

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



Scott Boutwell
Managing Director
[Email](#) | [LinkedIn](#)

Highlight Areas of Expertise

- ✓ Construct Tech
- ✓ EHSQ Tech



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

Highlight Areas of Expertise

- ✓ Construct Tech



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

Highlight Areas of Expertise

- ✓ Supply Chain Tech
- ✓ Healthcare & Life Sciences Tech
- ✓ EHSQ Tech



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

Highlight Areas of Expertise

- ✓ Manufacturing Software
- ✓ Supply Chain Tech
- ✓ 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 Tech



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

Highlight Areas of Expertise

- ✓ Engineering Software
- ✓ Manufacturing Software
- ✓ IIoT

Disclosure

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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