



## 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

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*"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

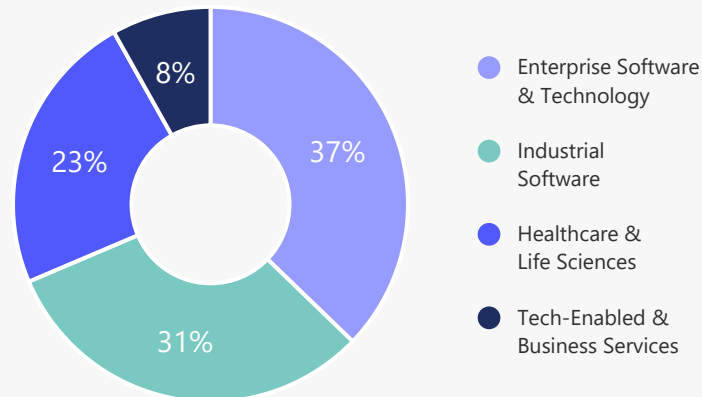
30%+

REPEAT CLIENTS <sup>(1)</sup>

22

DEDICATED ADVISORS

### Our Deep Sector Expertise Drives Better Outcomes <sup>(2)</sup>



(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> 

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

# 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  
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#### Highlight Areas of Expertise

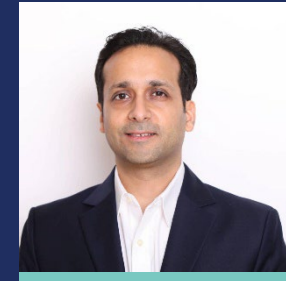
- ✓ Construct Tech
- ✓ EHSQ Tech



**Jeff Herriman**  
Managing Director  
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#### Highlight Areas of Expertise

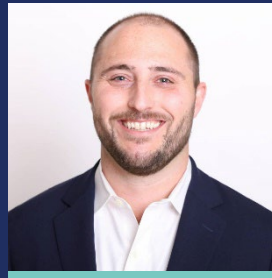
- ✓ Construct Tech



**Rohan Khanna**  
Managing Director  
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#### Highlight Areas of Expertise

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



**Michael Magruder**  
Managing Director  
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#### Highlight Areas of Expertise

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



**R. Drew Ogden**  
Managing Director  
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#### Highlight Areas of Expertise

- ✓ Construct Tech
- ✓ Robotics



**Christian Vansant**  
Managing Director  
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#### Highlight Areas of Expertise

- ✓ Cybersecurity
- ✓ Managed IT Services
- ✓ Marketing Tech



**Ralph Verrilli**  
Managing Director  
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#### Highlight Areas of Expertise

- ✓ Engineering Software
- ✓ Manufacturing Software
- ✓ IIoT

# Disclosure

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