



Quality Management System (QMS) Primer

September 2022

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Notable QMS Related Transactions

Robust Market Activity as Manufacturers Undergo Digital Transformation

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Hexagon Acquires Quality Management System Platform ETQ For \$1.2 Billion

February 2022



(Previously A Portfolio Company of TCV)

Transaction Key Stats

\$75m	60%	45%	16.00x	35.6x
2022E Revenue	3-Year CAGR	Cash EBITDA Margin	EV/2022E Revenue	EV/2022E Cash EBITDA

Transaction Rational

Cloud-Based Technologies

ETQ provides SaaS-based, multi-tenant solutions for QMS, EHS and compliance management which accelerate Hexagon's cloud initiatives

Manufacturing Intelligence

Will sit in Hexagon's Manufacturing Intelligence division - drive quality data capture to reduce defects and drive autonomous feedback loops

Vertical / Geographic Expansion

Highly applicable technology across Hexagon's manufacturing and process industries – ability to cross-sell into respective geographies

Financially Accretive

Expects \$40 million in revenue synergies and immediately accretive to Hexagon's adjusted earnings at closing

Private Equity Vertical Consolidation Case Study: Greenlight Guru / JMI Equity



Financial Sale

JMI

(May-21)

Strategic add-ons & Medical Device leadership



(Jan-22)

Visual Medical Design Collaboration



(May-22)

AI and ML Data Science Expertise



(Jun-22)

Electronic Data Capture (clinical)

Select Other QMS Transactions



\$23m Series B



(Jul-22)

- Salesforce-based QMS for the life sciences industry
- +100% annual growth over 3 years as adoption accelerates
- +200K users, +200 customers, +15 countries

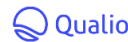


Strategic Sale

Deltek

(Jul-22)

- QMS and MES solutions for aerospace & defense (A&D)
- Combines Deltek's Costpoint ERP with Tip's mfg. solutions
- Strong cross-sell opportunity & multiple common customers



\$50m Series B

TIGERGLOBAL

(May-21)

- Cloud-based QMS for life sciences
- Funds to accelerate go-to-market and engineering investments
- 260% annual revenue growth with +250 global customers



Strategic Sale



(Dec-21)








- Dimensional QMS and on-site engineering services
- 70 employees, 400 software customers and over 10,000 licenses
- DCS Revenue profile: \$10m, 10% growth, 65% software

QMS Software Ecosystem

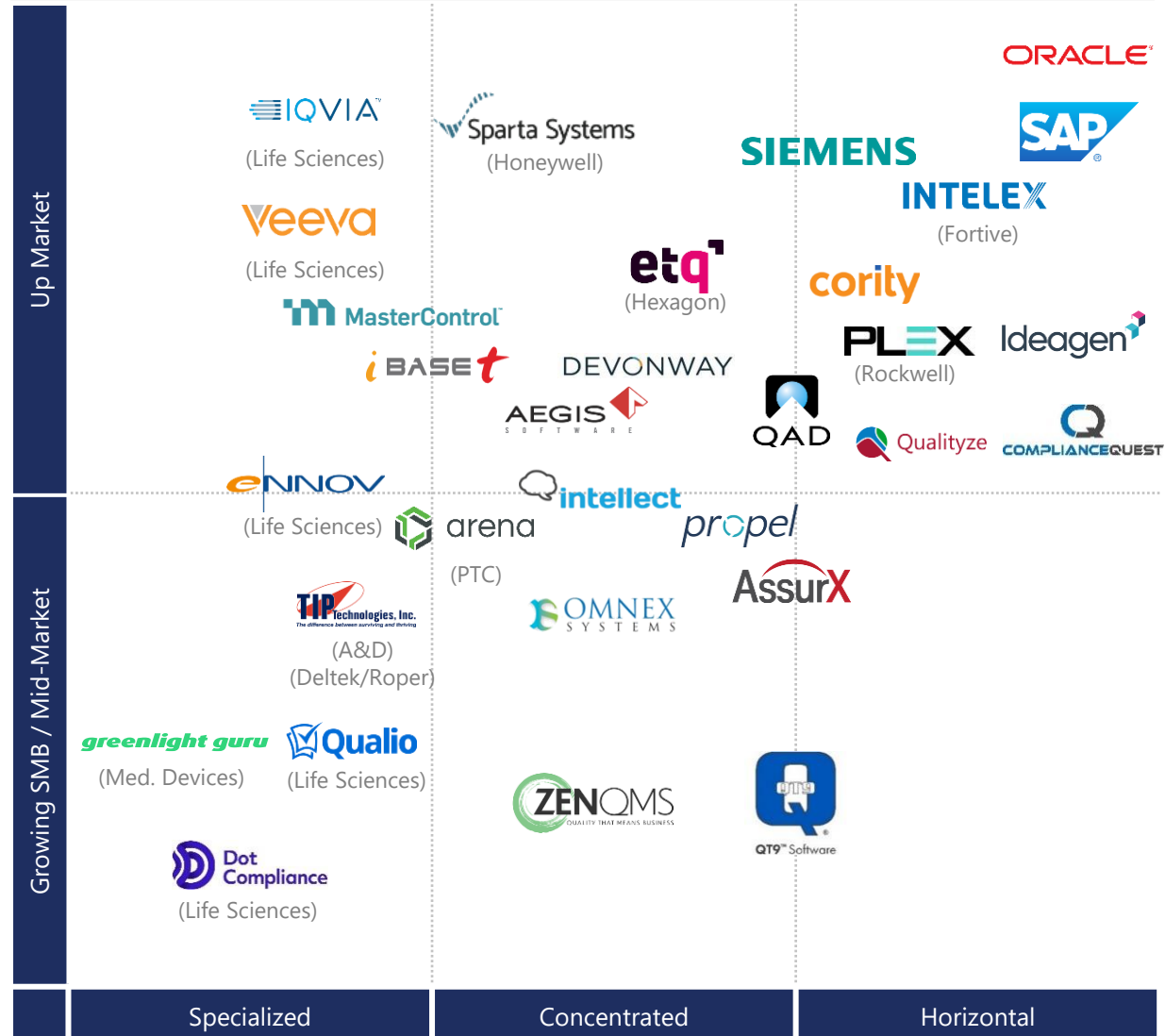
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MPG's Complete Coverage and Relationships Across Key Market Segments

Strategy Assessment – Select Vendors

 HEXAGON	With ETQ acquisition, building a quality stack from “shop floor to top floor”
	Executing on cross-over of quality in R&D, clinical and regulatory sales discussions
 	Lead with cloud-based PLM solution and then bring forward QMS capabilities
	Differentiating via no-code platform and coupling core QMS with new EHS suite
	Embedding quality in cloud portfolio for complex discrete mfg. spanning MES/MRO/SQM
DEVONWAY	Offering QMS as part of broader no-code suite including EAM, EHS and WFM
	Staying verticalized within medical device and acquiring complementary capabilities

Market Ecosystem: Vertical Strategy vs. Typical Customer Type



Note: Ecosystem mapping based on MPG proprietary research, market intelligence and vendor websites / positioning

Intellect Receives Majority Investment from Strattam

February 2022

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No-code QMS & EHS Compliance Software

Financial Sale



Madison Park Group served as exclusive financial advisor to Intellect and its Board

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Transaction Highlights

- Intellect is a disruptive no-code industrial compliance SaaS platform spanning key regulatory frameworks including FDA, ISO, OSHA and EPA
- Highly configurable cloud-based quality management system (QMS) and environmental, health & safety (EHS) software sits on top of Intellect's dynamic no-code platform
- Intellect services the mid-market and enterprises in highly regulated industries, including manufacturing, medical device, pharma and laboratories

About the Deal

- Founder-led business seeking partner to continue organic growth momentum, product innovation and M&A
- Superior outcome and unique positioning - at the cornerstone of multiple MPG software practices, including:
 - ✓ Manufacturing
 - ✓ EHSQ
 - ✓ Engineering
 - ✓ Life Sciences
- Selected Strattam Capital as the preferred partner due to their conviction in (i) growing mid-market EHSQ compliance needs, (ii) rapid remote digitization and (iii) cultural fit

"We decided to work with Madison Park Group because of their integrity, commitment and deep knowledge and expertise in the industrial compliance and EHSQ sectors. Their strategic and tactical advice and network of close relationships with the right buyers and investors were critical in achieving this exceptional outcome for Intellect. They go the extra mile to get the right story, strategic messaging and growth opportunity while collaborating closely with management and the Board of Directors. Thanks to their dedicated effort, I truly believe Intellect has found a great partner for its next phase of continued growth."

— Romeo Elias, Co-Founder & CEO of Intellect

Market Relevance

Industrial Technology	Quality Management Systems (QMS)	Environmental, Health, and Safety Technology (EHS)
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Madison Park Group – Select Transactions

Right People, Right Narrative, Right Time

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<p>Founder-Owned</p> <p>Rockpointe CME = QUALITY</p> <p>Strategic Sale</p> <p>cea clinical education alliance (A Portfolio Company of)</p> <p>Riverside</p>	<p>PE-Backed</p> <p>andavi SOLUTIONS</p> <p>Acquisitions Of</p> <p>Digitalrep BUSINESSIMPACT</p> <p>TRADEPARENCY GREATVINES</p>	<p>Founder-Owned</p> <p>intellect</p> <p>Financial Sale</p> <p>STRATTAM CAPITAL</p>	<p>Founder-Owned</p> <p>CompliancyGroup</p> <p>Financial Sale</p> <p>ALDRICH CAPITAL PARTNERS</p>	<p>PE-Backed</p> <p>SEMATELL INTERACTION SOLUTIONS</p> <p>Financial Sale</p> <p>PINOVA CAPITAL</p>	<p>Founder-Owned</p> <p>AgileAssets</p> <p>Strategic Sale</p> <p>Trimble</p>
<p>VC-Backed</p> <p>nextcaller</p> <p>Strategic Sale</p> <p>pindrop (A Portfolio Company Of)</p> <p>andressen horowitz CapitalG VITRUVIAN</p>	<p>Founder-Owned</p> <p>Isi</p> <p>Merger With</p> <p>invenio (A Portfolio Company Of)</p> <p>BGF</p>	<p>Founder-Owned</p> <p>RedSky</p> <p>Strategic Sale</p> <p>everbridge</p>	<p>Founder-Owned</p> <p>BLUEPRINT Research Group</p> <p>Strategic Sale</p> <p>TRINITY (A Portfolio Company Of)</p> <p>PARTHENON CAPITAL</p>	<p>PE-Backed</p> <p>Romax TECHNOLOGY</p> <p>Strategic Sale</p> <p>HEXAGON</p>	<p>Founder-Owned</p> <p>TECH SOFT 3D Dependable. Dynamic. Durable.</p> <p>Financial Sale</p> <p>Battery</p>
<p>Founder-Owned</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>Founder-Owned</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>PE-Backed</p> <p>arena</p> <p>Financial Sale</p> <p>JMI EQUITY</p>

We are the leading M&A and capital raising provider for select growth stage technology companies

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