



Transaction Announcement

February 13, 2023

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



Strategic Sale



January 2023

Envase, a Firmament Portfolio Company, has been Acquired by WiseTech Global

MADISON PARK GROUP

January 2023



Strategic Sale



In Partnership with The Firmament Group

Transaction Highlights

- Envase is a leading provider of intermodal drayage transport management system software in North America, enveloping the full drayage ecosystem from the port through the distribution network
- Envase was backed by The Firmament Group, a private equity firm focused on middle-market software and services enterprises businesses
- WiseTech Global is a leading developer and provider of software solutions to the logistics execution industry globally

About the Deal

- Heavily pursued by both financial sponsors and strategic acquirors seeking market leadership in a fragmented space with an attractive financial profile
- Selectively engaged with qualified parties excited to capitalize on Envase's proven ability to scale organically and via acquisition with long-term expansion potential
- Strategically significant acquisition for WiseTech that expands and strengthens position of the CargoWise freight optimization offering

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Market Relevance



Growth Stage

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

220+

COMPLETED TRANSACTIONS

\$30+

BILLION IN DEAL VALUE

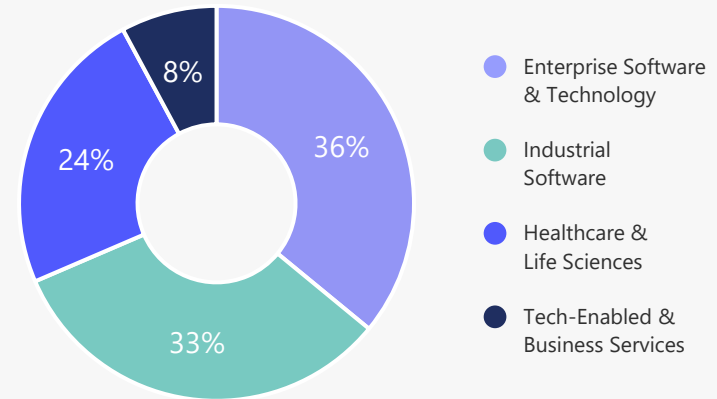
30%+

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>Founding Team</p>  <p>Strategic Sale</p> 	<p>Founding Team</p>  <p>Strategic Sale</p> 	<p>PE-Backed</p>  <p>Acquisitions 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>VC-Backed</p>  <p>Strategic Sale</p> 	<p>Founding Team</p>  <p>Merge With</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>PE-Backed</p>  <p>Financial Sale</p> 

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

Senior Leadership Team



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Managing Director
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Highlight Areas of Expertise

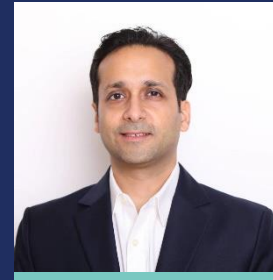
- ✓ EHSQ Tech
- ✓ Healthcare & Life Sciences Tech
- ✓ Non-Profit & Member Management Software



Jeff Herriman
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Highlight Areas of Expertise

- ✓ Construct Tech



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Highlight Areas of Expertise

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



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Highlight Areas of Expertise

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



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Highlight Areas of Expertise

- ✓ Construct Tech
- ✓ Robotics



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Highlight Areas of Expertise

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



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Highlight Areas of Expertise

- ✓ Engineering Software
- ✓ Manufacturing Software
- ✓ IIoT

Disclosure

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