



Transaction Announcement

September 14, 2023

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



Strategic Sale

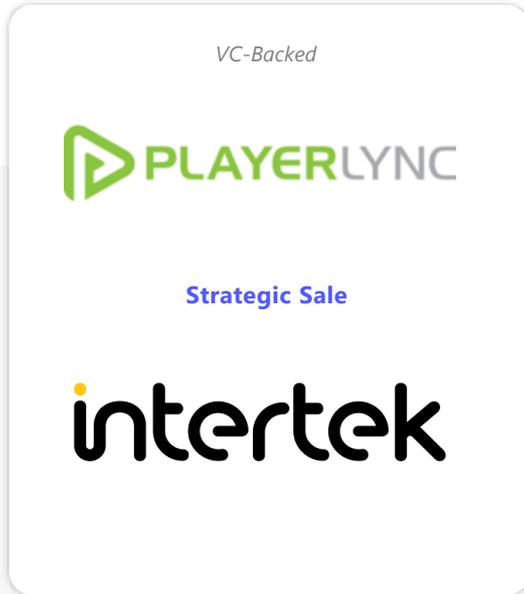


August 2023

PlayerLync Acquired By Intertek

Mobile Workforce Enablement Software - August 2023

MADISON PARK GROUP



Transaction Highlights

- PlayerLync’s SaaS offering empowers customers with large frontline workforces by delivering a cutting-edge mobile workforce enablement suite which combines employee training, compliance, operations and communications tools into one single App
- PlayerLync’s solution is addressing critical gaps in a fast-evolving mobile-first world by providing intuitive technology to connect deskless workers to high-quality (media rich), engaging content and operational support in the field
- Trusted by some of the world’s leading brands in retail, hospitality and restaurants
- The acquisition will strengthen Intertek’s People Assurance division as a strong complement to its learning and operational checklists offerings

About the Deal

- Backed by Volition Capital and Anschutz Investment Co., and led by its co-founders, PlayerLync received major interest from both strategics and financial sponsors given its unique mobile technology coupled with a highly technical founding team and post-pandemic growth momentum
- Intertek’s (i) shared vision and global network, (ii) extensive customer base in additional verticals and (iii) appreciation for PlayerLync’s “mobile-first” approach were strong factors considered while selecting the right home for PlayerLync
- Intertek Group (LSE: ITRK) provides Total Quality Assurance to ensure customers’ products meet quality, health, safety, environmental and social accountability standards worldwide

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“Rohan and team did an amazing job representing PlayerLync on its sale to Intertek. They left no stone unturned, catalyzed a robust process, and consistently put forth thoughtful analysis and objective advice. Great to have them on our side.”

— Roger Hurwitz, Founding Partner, Volition Capital

Market Relevance

Corporate & Business Solutions	Safety, Learning & Training Compliance	Field Service Management
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Growth Stage

FOCUSED ON TRANSACTIONS WITH \$50-250 MILLION ENTERPRISE VALUE

220+

COMPLETED TRANSACTIONS

\$30+

BILLION IN DEAL VALUE

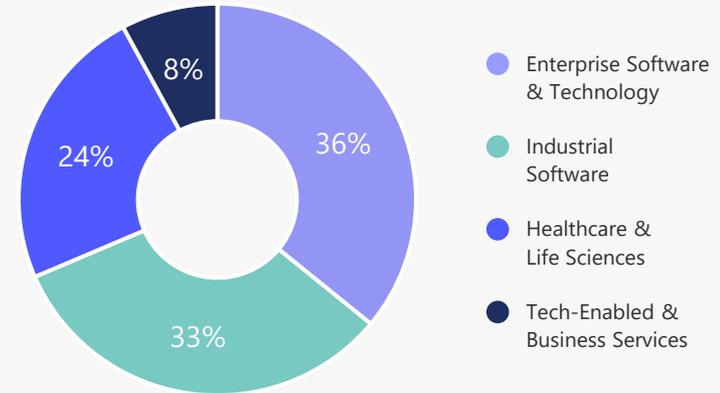
98%+

MULTIPLE TERM SHEETS/LOIs

25%+

CROSS-BORDER TRANSACTIONS

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 Transactions

<p>VC-Backed</p> <p> PLAYERLYNC</p> <p>Strategic Sale</p> <p> intertek</p>	<p>Founding Team</p> <p> ENVASE</p> <p>Strategic Sale</p> <p> wisetech global</p>	<p>Founding Team</p> <p> operix</p> <p>Growth Investment</p> <p> M33 GROWTH</p>	<p>PE-Backed</p> <p> andavi SOLUTIONS</p> <p>Acquisitions Of</p> <p> GREATVINES  Digitalrep</p> <p> BUSINESS IMPACT  TRADEPARENCY</p>	<p>Founding Team</p> <p> Compliance Group</p> <p>Financial Sale</p> <p> ALDRICH CAPITAL PARTNERS</p>	<p>Founding Team</p> <p> intellect</p> <p>Financial Sale</p> <p> STRATTAM CAPITAL</p>
<p>PE-Backed</p> <p> SEMATELL INTERACTION SOLUTIONS</p> <p>Financial Sale</p> <p> PINOVA CAPITAL</p>	<p>Founding Team</p> <p> AgileAssets</p> <p>Strategic Sale</p> <p> Trimble</p>	<p>VC-Backed</p> <p> nextcaller</p> <p>Strategic Sale</p> <p> Pindrop</p>	<p>Founding Team</p> <p> Isi</p> <p>Merge With</p> <p> invenio</p>	<p>Founding Team</p> <p> BLUEPRINT Research Group</p> <p>Strategic Sale</p> <p> TRINITY</p>	<p>PE-Backed</p> <p> Romax TECHNOLOGY</p> <p>Strategic Sale</p> <p> HEXAGON</p>
<p>Founding Team</p> <p> TECHSOFT3D Dependable. Dynamic. Durable.</p> <p>Financial Sale</p> <p> Battery</p>	<p>Founding Team</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>Founding Team</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>

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

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