



Transaction Announcement

September 26, 2023

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

MemberSuite

Strategic Sale



September 2023

MemberSuite Acquired By GrowthZone

September 2023

MADISON PARK GROUP



Transaction Highlights

- MemberSuite is a premier association management software solution for mid- and upper-market associations
- MemberSuite’s software provides membership organizations with applications that deliver the features, functionality, integration, and support that empower staff, increase member engagement and unlock non-dues revenue sources
- The acquisition will complement GrowthZone’s association management software offering

About the Deal

- Backed by Arrowroot Capital and Revolution Ventures, MemberSuite received strong interest in the market given its attractive market positioning with mid- and upper-market associations coupled with deep product functionality and unmatched configurability
- GrowthZone is a provider of association management software for chambers of commerce and a variety of other association verticals

“We initially chose Madison Park Group because of their sector expertise and relationships. They proved to be an invaluable partner in guiding us through every stage of the process never faltering in their level of engagement. This all led to a fantastic outcome.”

— *Matthew Safai, Managing Partner, Arrowroot Capital*

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Market Relevance



Growth Stage

FOCUSED ON GROWTH STAGE TECHNOLOGY COMPANIES

220+

COMPLETED TRANSACTIONS

\$30+

BILLION IN DEAL VALUE

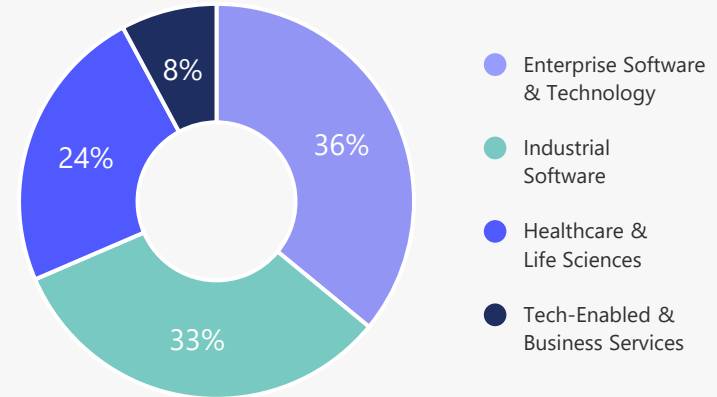
98%+

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><i>PE-Backed</i></p> <p>MemberSuite</p> <p>Strategic Sale</p> <p>GrowthZone smarter association software</p>	<p><i>VC-Backed</i></p> <p>PLAYERLYNC</p> <p>Strategic Sale</p> <p>intertek</p>	<p><i>Founding Team</i></p> <p>operix</p> <p>Growth Investment</p> <p>M33 GROWTH</p>	<p><i>PE-Backed</i></p> <p>andavi SOLUTIONS</p> <p>Acquisitions Of</p> <p>GREATVINES Digitalrep BUSINESS IMPACT TRADEPARENCY</p>	<p><i>Founding Team</i></p> <p>ComplianceGroup</p> <p>Financial Sale</p> <p>ALDRICH CAPITAL PARTNERS</p>	<p><i>Founding Team</i></p> <p>intellect</p> <p>Financial Sale</p> <p>STRATTAM CAPITAL</p>
<p><i>PE-Backed</i></p> <p>SEMATELL INTERACTION SOLUTIONS</p> <p>Financial Sale</p> <p>PINOVA CAPITAL</p>	<p><i>Founding Team</i></p> <p>AgileAssets</p> <p>Strategic Sale</p> <p>Trimble</p>	<p><i>VC-Backed</i></p> <p>nextcaller</p> <p>Strategic Sale</p> <p>Pindrop</p>	<p><i>Founding Team</i></p> <p>Isi</p> <p>Merge With</p> <p>invenio</p>	<p><i>Founding Team</i></p> <p>BLUEPRINT Research Group</p> <p>Strategic Sale</p> <p>TRINITY</p>	<p><i>PE-Backed</i></p> <p>Romax TECHNOLOGY</p> <p>Strategic Sale</p> <p>HEXAGON</p>
<p><i>Founding Team</i></p> <p>TECHSOFT3D Dependable. Dynamic. Durable.</p> <p>Financial Sale</p> <p>Battery</p>	<p><i>Founding Team</i></p> <p>Green Mountain Technology</p> <p>Minority Investment</p> <p>THOMPSON STREET CAPITAL PARTNERS</p>	<p><i>PE-Backed</i></p> <p>Cityworks Empowering GIS</p> <p>Strategic Sale</p> <p>Trimble</p>	<p><i>Founding Team</i></p> <p>ISOMETRIX</p> <p>Financial Sale</p> <p>CARLYLE</p>	<p><i>PE-Backed</i></p> <p>anju LIFE SCIENCES SOFTWARE</p> <p>Financial Sale</p> <p>abry partners</p>	<p><i>VC-Backed</i></p> <p>assemble</p> <p>Strategic Sale</p> <p>AUTODESK</p>

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

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