

Transaction Update

October 2023



» Introduction

In a year of suppressed deal activity across the market driven by a range of factors, we have maintained a high level of activity and completed 16 deals to date.

We have remained active across the Global Technology and Consulting Services sector and continue to see strong market appetite for leading businesses providing digital transformation, cloud and data capabilities.

Our busiest sector so far this year has been Legal Technology and Services, having advised on four transactions ranging from Enterprise Software to Consulting/Services business models.

While we anticipate the rest of the year will pose challenges for deal-making, we continue to see green shoots of positive activity as companies build their 2024 budgets.

Our sectors

We are recognized experts in the sectors we serve. Our deep sector knowledge drives value for clients through intelligence; market intelligence, competitive intelligence and intelligence about buyers. We have unparalleled access to sector investors and direct insight into their priorities.



Digital Media and Content



B2B Information and Events



Marketing Services and Technology



Technology and Consulting Services



Insights, Data and Analytics



Software

» Highlights

16 M&A Deals
done YTD



Deal type

10
Founder
Sale

4
Corporate
Divestiture

2
Private
Equity Exit

14 Sell-
side
vs
2 Buy-
side

Buyer type

7 trade

7 PE

2 PE backed
trade

Sectors

3 
Technology and
Consulting

3 
Digital Media
and Content

3 
Software

5 
Marketing and
Technology
Services

1 
Insights,
Data and
Analytics

1 
B2B
Information
and Events

»» Our transactions

We have over 35 years of M&A leadership and more than 800 transactions completed. We serve Founders, Private Equity firms and Global Corporations with a range of services including Buy-side and Sell-side M&A advisory, recapitalizations and divestitures, as well as debt advisory solutions.

The next few pages provide an update on our most recent transactions.

“We had confidence in the JEGI CLARITY Team from day one, when they flew to Toronto to present to our founding partners. It was clear right away that their positioning instincts were right on point and that they would be able to establish and reinforce the “must attend” nature of our diversified portfolio of fast-growing summits. They front loaded much of the anticipated diligence requests, including helping us develop data trends and analyses they knew would drive value. JEGI CLARITY not only met but surpassed our expectations throughout every stage of the process and delivered an outstanding new PE partner at a valuation we were all thrilled with.”

Ted Stefanidis, Director, Executive Platforms

>> Our transactions

	 COUNSEL PRESS A PORTFOLIO COMPANY OF  GLADSTONE INVESTMENT HAS BEEN SOLD TO  ALIGN CAPITAL PARTNERS	 momentum consulting HAS BEEN SOLD TO  CGI	 ACTIVE INTEREST MEDIA HAS SOLD OLDHOUSE TO  THREE SHIPS	 SHIPYARD ENGINEERING BRAND LOVE HAS RECEIVED INVESTMENT FROM  ALARIS EQUITY PARTNERS	 Bridgepoint HAS INVESTED IN  SAMY
 ARROW HAS SOLD A MAJORITY STAKE TO  ASACHA	 Executive PLATFORMS HAS RECEIVED INVESTMENT FROM  FALFURRIAS CAPITAL	 elabor8 HAS JOINED  cprime	 NRI HAS SOLD  BRIERLEY TO  capillary	 fastcase HAS MERGED WITH  v lex A PORTFOLIO COMPANY OF  Oakley Capital	DIGITAL MEDIA MANAGEMENT HAS BEEN SOLD TO  Keywords STUDIOS
 Advertiser Perceptions HAS RECEIVED INVESTMENT FROM  EUREKA EQUITY PARTNERS	 od media HAS RECEIVED INVESTMENT FROM  Capital A INVESTMENT PARTNERS	 Lawgeex HAS SOLD ENTERPRISE DIVISION ASSETS TO  Robin	 AURORA NORTH HAS SOLD ITS INTAPP SOLUTIONS DIVISION TO  WILSON ALLEN A PORTFOLIO COMPANY OF  RENOVUS CAPITAL	 cbpe HAS INVESTED IN  snigel	

>> Our transactions

 <p>COUNSEL PRESS</p> <p>A PORTFOLIO COMPANY OF</p>  <p>GLADSTONE INVESTMENT</p> <p>✓ HAS BEEN SOLD TO ✓</p>  <p>ALIGN CAPITAL PARTNERS</p>	<p>Providing value-add litigation support services for law firms and their client</p> <p>>> Technology and Consulting Services</p>	<p>JEGI CLARITY has advised Counsel Press, a portfolio company of Gladstone Investment Corporation, on their sale to Align Capital Partners.</p> <p>Headquartered in New York and founded in 1938, Counsel Press is a market-leading tech-enabled outsourced business services firm focused on providing appellate services to law firms. Counsel Press supports attorneys and clients pursuing appeals in courts across all 50 states.</p> <p>Align Capital Partner's acquisition of Counsel Press represents an opportunity for them to support key growth initiatives to build a diversified litigation support services platform.</p>
 <p>momentum consulting</p> <p>✓ HAS BEEN SOLD TO ✓</p>  <p>CGI</p>	<p>Empowering business through technology</p> <p>>> Technology and Consulting Services</p>	<p>JEGI CLARITY has advised Momentum Consulting on their sale to CGI.</p> <p>Founded in 2002, Momentum Consulting is a modern technology services firm that directly impacts business outcomes through data & analytics, digital transformation and application modernization solutions.</p> <p>The acquisition strengthens CGI's position in the key U.S. growth market of Miami, building on its proximity-based business model that blends the company's worldwide network of experts and capabilities with local accountability and end-to-end services for clients.</p>



ACTIVE INTEREST MEDIA

HAS SOLD

OLDHOUSE

TO



THREE SHIPS

>> Digital Media and Content

Providing digital content for old house enthusiasts

JEGI CLARITY has provided advisory services to Active Interest Media on their sale of Old House Online to Three Ships.

Active Interest Media is a leading provider of content, events and multimedia experiences for consumers and businesses in the boating, shelter, hobby and home arts categories. Three Ships is a developer of a digital marketing platform intended to simplify the ways people discover, research, and buy.

This acquisition will create more value for Old House Online and further expand their impact.



SHIPYARD

ENGINEERING BRAND LOVE

HAS RECEIVED INVESTMENT FROM



ALARIS

EQUITY PARTNERS

>> Marketing Services and Technology

Driving brand affinity, customer demand and measurable outcomes for brands

JEGI CLARITY has advised The Shipyard on their investment from Alaris Equity Partners.

Founded in 2013 and headquartered in Columbus, OH, The Shipyard is an integrated marketing agency renowned for “Engineering Brand Love” by uniquely combining data science with integrated media, creative, and analytical processes to discover and engage all relevant audience segments via omnichannel marketing campaigns, driving marketing outcomes and accelerating brand growth.

This new partnership will enable The Shipyard to strengthen their current offerings and expand their presence in the market.

>> Our transactions



✓ HAS INVESTED IN ✓



**Fueling a social-first
integrated digital
marketing company**

>> Marketing Services and Technology

JEGI CLARITY has advised Bridgepoint on their investment in Samy Alliance.

Samy Alliance, headquartered in Madrid, operates in more than 50 markets with offices in 14 countries and more than 400 employees. The company develops complete digital strategies for brands including research, data and analytics, social media, digital content, creative, and public relations.

The transaction will help the company accelerate achieving the objectives defined in its strategic plan and consolidate its position as the reference player in the digital marketing sector worldwide.



✓ HAS SOLD A
MAJORITY STAKE TO ✓

ASACHA

**Building a world-class
broadcast content
business**

>> Digital Media and Content

JEGI CLARITY has advised Arrow on the sale of a majority stake to Asacha Media.

Headquartered in London, Arrow is a world leading producer of premium factual content.

The acquisition of Arrow significantly expands Asacha's English language output in high-end factual content, while adding a strong new US presence and will enable Arrow to pursue further growth in the UK and North America, while also expanding into new markets.



Executive
PLATFORMS

HAS RECEIVED
INVESTMENT FROM



FALFURRIAS CAPITAL

Building world-class
forums to facilitate the
sharing of ideas

- >> B2B Information and Events
- >> Events and Conferences

JEGI CLARITY has advised Executive Platforms on their investment from Falfurrias Capital Partners.

Founded in 2014, Executive Platforms is the leading curator of forums for senior leaders in businesses and organizations. Falfurrias Capital Partners will help Executive Platforms strengthen their current offerings and explore new ways to create additional engagement opportunities for leaders.

The investment will help Executive Platforms optimize their growth strategy, both organically and through possible acquisitions.



HAS JOINED

cprime

Offering clients
unprecedented
opportunities for digital
transformation at scale







- >> Technology and Consulting Services

JEGI CLARITY has advised the shareholders of Elabor8 on their transaction with Cprime.

Founded in 2008, Elabor8 is a leader in Agile consulting, having worked with many of Australia's and the region's largest and most respected brands. Cprime is a leading global Agile, product, and technology consulting company.

By joining forces, Elabor8 and Cprime will be able to deliver even greater value to their clients, leveraging the strength of both organizations to drive innovation across Agile, Product, and DevOps services on a global scale.

>> Our transactions

 <p>HAS SOLD</p>  <p>✓ TO ✓</p> 	<p>Advancing customer loyalty, engagement and retention for global brands</p> <p>>> Marketing Services and Technology</p>	<p>JEGI CLARITY has advised Nomura Research Institute (NRI) (TSE:4307) on its sale of Brierley+Partners to Capillary Technologies.</p> <p>Having shaped the industry since 1985, Brierley is a globally recognized leader in loyalty technology, strategy, and execution.</p> <p>Capillary will leverage Brierley's Emotional Loyalty Quotient to help brands discover the right balance on how to uniquely win the hearts and minds of customers. This acquisition will also strengthen Capillary's position particularly in North America and Japan by leveraging Brierley's longstanding industry leadership and expertise.</p>
 <p>✓ HAS MERGED WITH ✓</p>  <p>A PORTFOLIO COMPANY OF</p> 	<p>Providing legal professionals with research, intelligence & analytics to enhance productivity & results</p> <p>>> Software</p>	<p>JEGI CLARITY has advised Fastcase on their merger with vLex, a portfolio company of Oakley Capital.</p> <p>Founded in 1999, Fastcase is the number one independent platform for legal research, intelligence and productivity.</p> <p>vLex and Fastcase are merging to form the world's largest law firm subscriber base with more than one billion legal documents from more than 100 countries. Oakley Capital and Bain Capital Credit are backing the combined business in order to expand its global reach.</p>

DIGITAL MEDIA MANAGEMENT

✓ HAS BEEN SOLD TO ✓



**Driving audience
acquisition, engagement
& growth through social
media marketing**

»» Marketing Services and Technology

JEGI CLARITY has advised Digital Media Management (DMM) on their sale to Keywords Studios.

Founded in 2010 and headquartered in Los Angeles, DMM is an award-winning social media marketing company. The agency provides integrated social media strategy, management, as well as creative and influencer solutions, for the entertainment and video games sectors.

DMM will join Keywords' fast-growing Engage division, which houses expert brands in marketing, player support, and player research offerings, and will be a key building block in accelerating Keywords' vision to offering clients holistic marketing programs.



✓ HAS RECEIVED
INVESTMENT FROM ✓



**Providing research-
based strategic market
intelligence and insights**

»» Insights Data and Analytics

JEGI CLARITY has advised Advertiser Perceptions on their investment from Eureka Equity Partners.

Founded in 2002, Advertiser Perceptions is the leading provider of research-based strategic market intelligence and insights to the media, advertising and AdTech industry, helping some of the largest and most innovative global media and AdTech companies in the world strengthen their brands, improve product offerings and increase revenue.

The investment by Eureka Equity Partners will enable Advertiser Perceptions to expand their business and achieve their next level of growth.

>> Our transactions

od
media

HAS RECEIVED
INVESTMENT FROM

Capital A
INVESTMENT PARTNERS

Creating a major
player in the
streaming market

>> Digital Media and Content
>> Technology and Consulting Services

JEGI CLARITY has advised ODMedia on their investment from Capital A.

ODMedia is a leading provider in digital media delivery, localization and aggregation services and has strategic partnerships with all major global streaming platforms.

Capital A will support ODMedia in their ambitious goal of becoming the number one digital video fulfillment partner in the EMEA region. They will assist in the geographical expansion through a buy-and-build strategy.

Lawgeex

HAS SOLD

ENTERPRISE DIVISION
ASSETS

TO

Robin






Automating and
accelerating
contract review

>> Software

JEGI CLARITY has advised Lawgeex on the sale of Enterprise Division assets to Robin AI.

Headquartered in Tel Aviv with offices in New York and Salt Lake City, Lawgeex automates and accelerates contract review, enabling organizations to negotiate and draft agreements more efficiently and effectively.

The acquisition of Lawgeex's enterprise division assets will help Robin AI expand their customer base in the Enterprise segment of the market.

 <p>AURORA NORTH</p> <p>HAS SOLD ITS</p> <p>INTAPP SOLUTIONS DIVISION</p> <p>✓ TO ✓</p>  <p>WILSON ALLEN</p> <p>A PORTFOLIO COMPANY OF</p>  <p>RENOVUS CAPITAL</p>	<p>Providing integrated technology services and solutions</p> <ul style="list-style-type: none"> » Software » Technology and Consulting Services 	<p>JEGI CLARITY has advised Aurora North on the sale of its Intapp Solutions Division to Wilson Allen.</p> <p>Founded in 2006, Aurora North is a Vermont-based software and services company. It is a leading provider of integrated technology solutions to law firms and other organizations delivering technology implementation, integration and advisory services.</p> <p>Wilson Allen's acquisition of the Aurora North Intapp Solutions Division further strengthens Renovus Capital Partners' legal market services portfolio, which also includes LAC Group and HBR Consulting.</p>
 <p>cbpe</p> <p>✓ HAS INVESTED IN ✓</p>  <p>snigel</p>	<p>Expediting growth & expanding their technology offering</p> <ul style="list-style-type: none"> » Marketing Services and Technology » Technology and Consulting Services 	<p>JEGI CLARITY has provided both M&A and Debt Advisory services to support CBPE on their investment in Snigel.</p> <p>Headquartered in Dublin, Snigel is a global advertising technology business that enables publishers to grow their ad revenue while optimizing the user experience and solving all data privacy requirements.</p> <p>CBPE's investment will allow Snigel to expedite growth in its core markets of Europe and the United States while expanding its market-leading technology offering.</p>

»» About us

A pre-eminent M&A advisory firm for the global media, marketing, information and technology industries.

We advise Founders, Investors and Global Corporations with a range of services including Buy-side and Sell-side M&A advisory, recapitalizations and divestitures, as well as debt advisory solutions.

Deeply committed to our clients. Deeply connected to our markets.

As one of the largest M&A teams focused exclusively on the global media, marketing, information and technology industries, we are recognized for our deep domain expertise, market insights, global reach and extensive transaction experience.

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» Notes

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