

## PDFTron Changing the Way the World Works with Documents



“Silversmith has been a true strategic advisor to PDFTron. Their insights as we expanded our go-to market strategy and geographic footprint, as well as built a world-class leadership team, have been invaluable.”

Catherine Andersz / Co-Founder & CEO

### OVERVIEW

- Location  
Vancouver, BC
- Co-Founder & CEO  
Catherine Andersz
- Founded  
2001
- Industry  
SaaS & Information Services  
IT & Developer Tools
- Prior Investment History  
No prior institutional capital
- Company  
Provider of software development kits (SDKs) and other tools that enable developers to embed and build document processing capabilities into their applications

### BACKGROUND

Co-Founders Catherine Andersz and Ivan Nincic were looking for a partner who could help further accelerate both organic and inorganic growth. They chose Silversmith based on its deep experience in IT & Developer Tools, as well as its track record of building world-class management teams and sourcing and supporting strategic M&A opportunities.

### PARTNERSHIP WITH SILVERSMITH

Since investing in 2019 as the first institutional investor, Silversmith has been a strategic partner to Catherine and her team to transform PDFTron from a growing, founder-led company to a scaled, global organization.

- Supported recruitment of key team members including independent Board member, CMO, VP Finance, VP Sales, VP Corporate Development and VP Legal
- Identified and supported diligence of three (3) accretive acquisitions
- Invested significantly in Go-To-Market strategy, with functional headcount up 2x since Silversmith investment and optimization of new compensation plan to incentivize recurring revenue
- Implemented new employee incentive option plan
- Revenue up 3x since Silversmith investment

### PDFTRON PLATFORM OVERVIEW

