



Year In Review

2021

2021

2021 was another solid growth year for Tequity. We advised on 16 closed transactions with clients across North America and Internationally. Besides our active engagements, we fostered relationships with many founders who wanted guidance on whether 2021 was the right time to pursue a transaction. We helped them to identify key areas of focus and metrics to increase their equity value and helped them to map out a strategy to get better prepared for a transaction.

We had conversations with hundreds of public and private companies on their acquisition strategies, and developed or further deepened relationships with key private equity firms who overlap in our markets. We continue to fine tune and streamline our own project processes to guide our clients to achieve their objectives faster and in many cases, surpass their expectations on a transaction.

Alex MacKay
Managing Partner



"Our success in 2021 was largely due to our focus on certain markets within Enterprise B2B. With 16 deals completed and only 7 full time employees, we are most proud of our project productivity to achieve successful outcomes for our clients. Tequity's approach will continue to develop core expertise on sell side M&A in markets where we have niche industry business operations savvy."

We Advised On 16 Deals

Sector Coverage: Completed transactions across key market sectors including:

- Cyber Security / Identity Management
- SaaS Government Technology
- SaaS Financial Technology
- SaaS Online Learning Management
- SaaS Change Management & Compliance
- MSP & Cloud Services
- Digital Transformation in Cloud Ecosystems including:
 - Salesforce
 - ServiceNow
 - Oracle
 - Microsoft
- Digital Marketing/Customer Experience

Team Tequity



Alex MacKay
BA, MBA,
Managing Partner



Diane Horton
CBI, CM&AA,
Managing Partner



Anish Singla
B.Eng., MBA, CBV,
Managing Partner,
Client Engagements

Team Tequity



Wilf Rapp
BBA, CBI,
Managing Partner,
Client Engagements



Mark Bruce
B.Econ.,
Research Analyst



Ankita Jain
MBA,
M&A Analyst



Chris Bruce,
Research Analyst



+



Bill Mell, former President & CEO at Rapid Technologies (current ServiceNow Managing Director at Synoptek)"



"It was a privilege working with the team at Tequity Advisors in the journey of selling our company.

Their niche industry experience, combined with an expansive network, presented opportunities for our company and employees that otherwise wouldn't have been available.

It was very clear that Alex and Wilf had my best interests in mind from start to finish, which was refreshing and very much appreciated."

USA USA

Elite ServiceNow Partner
Tequity Acted as Exclusive Financial Advisor to Rapid Technologies



acquired by



A Portfolio Company of Sverica Capital Management

USA IT

Platinum Oracle Cloud Partner
Tequity Acted as Exclusive Financial Advisor to AppsPro



acquired by



Canada Canada

Identity, Security and Cloud Services on Microsoft
Tequity Acted as Exclusive Financial Advisor to Avaleris



acquired by



Canada Canada

SaaS Training & LMS Solution
Tequity Acted as Exclusive Financial Advisor to Greenius



acquired by



A Portfolio Company of Serent Capital

Canada USA

SaaS GovTech Solution
Tequity Acted as Exclusive Financial Advisor to eSCRIBE Software Ltd.



acquired by



A Portfolio Company of JMI Equity

Canada USA

Salesforce Partner for Media and Entertainment
Tequity Acted as Exclusive Financial Advisor to Shift CRM



acquired by



A Portfolio Company of Pamlico Capital

USA Canada

Digital Experience Solutions
Tequity Acted as Exclusive Financial Advisor to Paladin Group



acquired by



A Portfolio Company of Delta-v Capital

Canada USA

Salesforce Marketing Cloud
Tequity Acted as Exclusive Financial Advisor to Bubblebox Holdings



acquired by



Canada Canada

ServiceNow Elite Partner
Tequity Acted as Exclusive Financial Advisor to SuMO IT Solutions



acquired by



Building a better working world

Canada Canada

SaaS eLearning, Assessments, and Corporate Training
Tequity Acted as Exclusive Financial Advisor to Pluribus Technologies




acquired by



USA Canada

SaaS Investment and Asset Management Solutions
Tequity Acted as Exclusive Financial Advisor to Satuit Technologies, Inc.



acquired by



A Portfolio Company of Wavecrest Growth Partners and Salesforce Ventures

USA USA

Digital Service Transformation
Tequity Acted as Exclusive Financial Advisor to Jolt Consulting Group



merged with





"It was great working with the Tequity team. They have a deep understanding of the SaaS marketplace, particularly as it relates to the Salesforce and Oracle Net Suite ecosystems. Without their strong, practical advice, I don't think we would have arrived at this point" -
Mark Walker, Founder and CEO

USA USA
Salesforce Customization and Consulting
Tequity acted as Exclusive Financial Advisor
to MK Partners



acquired by



Canada USA
SaaS Change Management and Compliance
Tequity Acted as Exclusive Financial Advisor
to Strongpoint



acquired by



A Portfolio Company of TA
Associates

USA Canada
Salesforce Revenue Cloud and Financial
Force Implementation Specialists
Tequity Acted as Exclusive Financial Advisor
to Foundry52



acquired by



USA USA
Full-Service Salesforce Certified
Consultancy
Tequity Acted as Exclusive Financial Advisor
to Ethos



acquired by



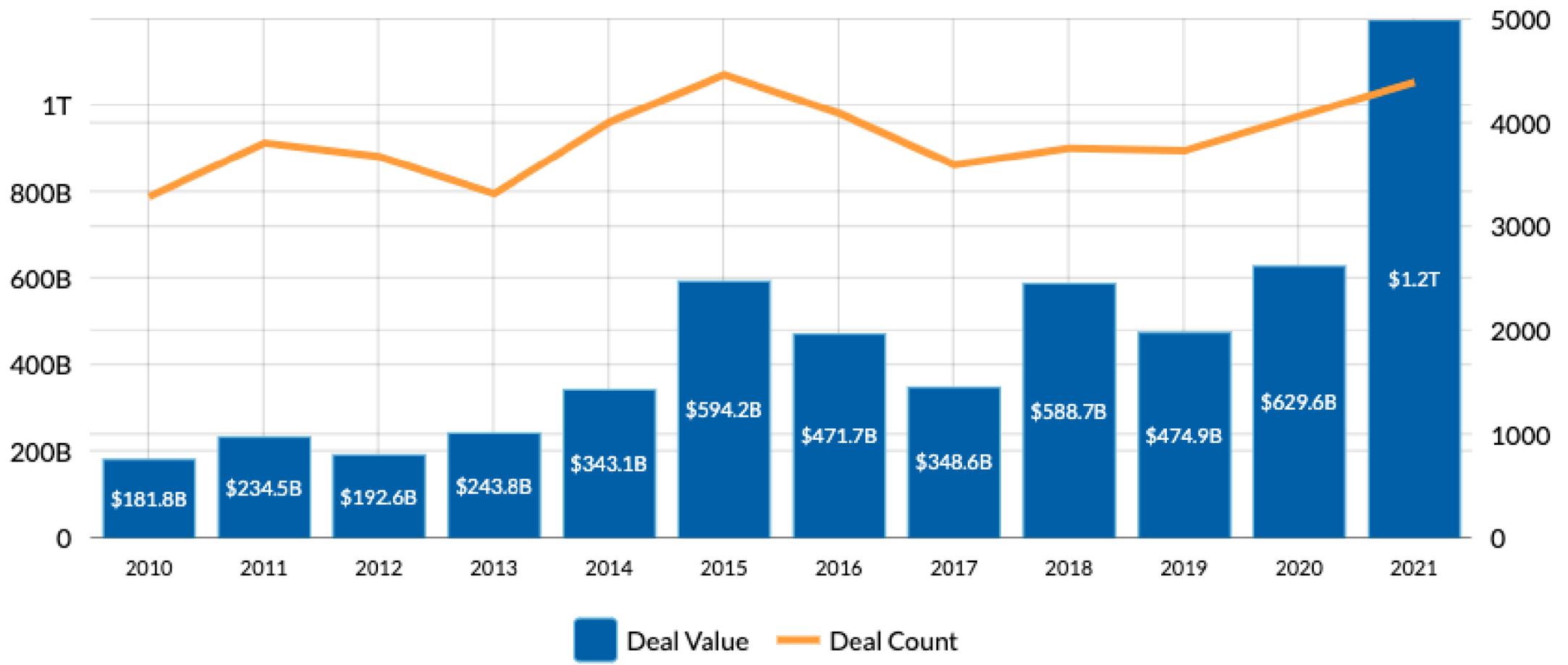
A Portfolio Company of BV
Investment Partners

Forecast for 2022 Tech M&A

The pandemic irrevocably altered the corporate landscape and how we do business throughout virtually every industry. There is a sense of urgency coming out of the pandemic by companies as they work to ensure they aren't left behind. The quickest and surest way to meet these needs is through acquisition - especially because most companies couldn't hire talent quick enough to build in today's market.

2021 broke all records in Tech as valuations more than doubled to over \$1.2 Trillion

Tech M&A Deal Trend



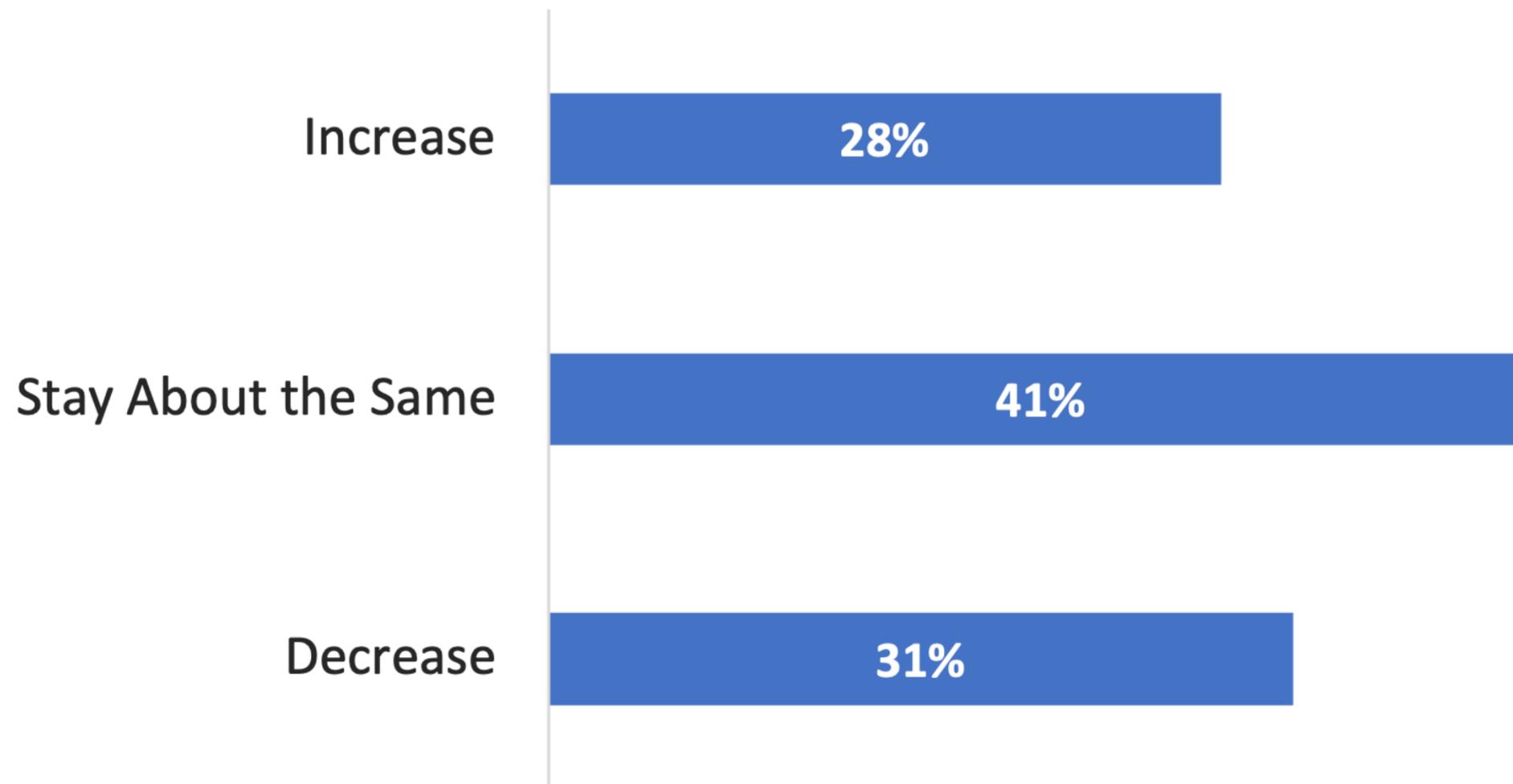
Source : M&A KnowledgeBase © 451 Research, LLC



Source: S&P 451 Research

69% of North America's most senior advisors across M&A, Corporate, and Private Equity said that M&A in 2022 vs 2021 will either stay about the same (41%) or increase (28%).

Forecast for Tech M&A in 2022 vs 2021



Source: S&P 451 Research

Discuss valuations
and metrics with



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