

# INTRODUCTION TO BAIRD'S COMMERCE TECH PRACTICE

## STRONG MOMENTUM ACROSS BAIRD'S TECH & SERVICES GROUP

<p><b>90+</b></p> <p>T&amp;S focused M&amp;A deals since Covid started<sup>(1)</sup></p>	<p><b>~120</b> Investment bankers<sup>(1)</sup></p>	<p><b>One P&amp;L</b></p>	<p><b>Global Reach</b></p>
<p><b>20+</b></p> <p>T&amp;S focused ECM &amp; Debt transactions<sup>(1)</sup></p>	<p><b>Deep Sector and Sub-Sector Focus</b></p>	<p><b>250+</b> M&amp;A deals since 2015<sup>(1)</sup></p>	<p><b>\$</b></p> <p><b>\$100m – \$2bn</b> Typical deal size</p>

(1) Across Baird's global T&S platform

## COMMERCE TECH PRACTICE



**Rhett Braunschweig**  
Managing Director



**Eric Winn**  
Managing Director



**Simon Pearson**  
Managing Director



**Justin Pritchard**  
Managing Director



**Jordan Klein**  
Managing Director



**Chase Sanders**  
Managing Director



**Dan Arras**  
Director



**Marco Krass**  
Director

## JOIN US FOR OUR 2<sup>ND</sup> ANNUAL EVENT

**2021**  
**Commerce Technology Symposium**

Tuesday, October 19 – Wednesday, October 20  
**VIRTUAL SYMPOSIUM**

**Format:** **Virtual**  
**Day One: Presentations and 1x1 Meetings**  
**Day Two: 1x1 Meetings**

**Presenting Companies**

bloomreach | BRINGG | CLARUS commerce

Digital River | E2OPEN | ECRM RANGEME | eGain

GrubMarket | impact | KLAVIYO

points | Quartile | SALSIFY

slickdeals | SOVRN | stackcommerce

# STRONG MOMENTUM IN BAIRD'S COMMERCE TECH PRACTICE

***Baird's Commerce Technology team has completed 16 deals worth \$5.5B in value since 2019, including 9 deals completed in 2021***

A Portfolio Company of  
Majority growth investment from  
MARLIN EQUITY PARTNERS

SaaS provider of inventory and order management solutions for brands

A Portfolio Company of  
ParkerGale  
Sale to  
Pamlico CAPITAL

Master data management software for ensuring trusted customer, product and vendor data

A Portfolio Company of  
Charlesbank  
Has Agreed to be Acquired By  
AVERY DENNISON

Shelf-edge pricing and promotion communication solutions

Recapitalization by  
Serent CAPITAL  
Subsequent Combination with  
NAVIS

Guest data management and intelligence software

A Portfolio Company of  
STG SYMPHONY TECHNOLOGY GROUP  
Has Agreed to be Acquired by  
Taboola

Performance marketing solutions for online retailers & brands

A Portfolio Company of  
Great Hill PARTNERS  
Sale to  
BainCapital

B2B online marketplace for medical equipment maintenance parts and services

A Portfolio Company of  
BRIDGES  
Sale to  
LIVINGBRIDGE

Marketplace / commerce platform for used books

A Portfolio Company of  
Serent CAPITAL  
Sale to  
Restaurant365

Business management software (accounting, inventory management, workforce management) for restaurants

A Portfolio Company of  
Bregal & Private Shareholders  
Sale to  
PARAGON PARTNERS

Performance marketing solutions for online retailers & brands

A Portfolio Company of  
SPECTRUM CAPITAL  
Sale to  
THE JORDAN COMPANY

Content management software for digital signage and interactive kiosks

Acquisition of  
ArrowStream  
A Portfolio Company of  
DIVERSIS CAPITAL

Supply chain management software

Sale to  
aptos

Pricing, promotion and competitive intelligence software for retailers

Growth Equity Investment by  
tOpSpin CONSUMER PARTNERS  
& BALANCE POINT CAPITAL

Amazon marketplace management solutions

A Portfolio Company of  
PARTHENON CAPITAL  
Sale to  
CITIC CAPITAL 中信資本

Subscription-based scenting solutions for branding and customer engagement

EXHIBIT & DISPLAY GROUP  
and  
nimlok canada  
Sale to  
TENEX CAPITAL MANAGEMENT

Outsourced production for signage, displays and exhibits

Personalize Anytime Anywhere  
Sale to  
KIBO  
A Portfolio Company of  
VISTA EQUITY PARTNERS

Personalization software for omni-channel brands and retailers