



MEDIAFLY HAS ACQUIRED IPRESENT LTD.

Our Client:

Mediafly is a best-in-class sales enablement solution that creates dynamic, interactive, value-based selling experiences. The company's clientele includes many of the world's most admired and recognized brands throughout the world, particularly those with a large field, distributor and internal sales teams. Through its software-as-a-service platform, Mediafly's Evolved Selling™ technology enhances sellers' ability to foster more personalized and engaging presentations with prospective customers. By utilizing Mediafly's technology, marketing and sales teams can quickly find, assemble, customize, present and share sales content to meet the specific needs of a sales situation. Additionally, Mediafly's sales enablement solution easily integrates with its customers' other critical systems such as CRM, marketing automation and mobile.

Mediafly was founded in 2006 and is headquartered in Chicago. The company has received several accolades being recognized on the Inc. 5000 list of fastest growing companies for six consecutive years. Additionally, the company secured placement on Inc.'s Best Places to Work of 2018 and Crain's Chicago Best Places to Work for two consecutive years.

The Transaction:

In September 2019, Mediafly acquired iPresent Ltd. ("iPresent"). The acquisition positions Mediafly as the most comprehensive and agile sales enablement solution platform available and the only sales enablement provider with a range of tools to support all sales teams regardless of size, complexity and growth aspirations. Sales teams throughout the world now have access to Mediafly's Evolved Selling™ portfolio of interactive sales capabilities and iPresent's visually striking and easily configurable customizable user interface along with its quick start, low-cost sign up model. This powerful combination allows Mediafly to serve companies at any point along their sales enablement journey with one, whether just starting with basic features or looking to evolve with more sophisticated capabilities, with one fully comprehensive platform.

Carson Conant, Mediafly CEO, said "There is a huge opportunity for sales teams out there. We're at a point in time where everyone is at least thinking about sales enablement, but for too many, it feels like an expensive, enterprise decision with lots of risks. It's our vision to deliver a platform accessible to all by eliminating the roadblocks to get started. Through the acquisition of iPresent, Mediafly is now the first major player in the space to offer sales teams of any size an easy, affordable and risk-free entry point into sales enablement technology. From there, we can move them as far and fast as they want to go with next-generation sales tools and advisory services proven to improve buyer engagement and increase revenue. Now a five-person sales team or 50,000+ team has a single solution for every stage of their sales enablement journey."

How Pursant Helped:

Pursant was engaged to support Mediafly's tactical execution of the buy side due diligence. Our role began with framing out and setting the due diligence strategy and workplan. With the game plan in place, Pursant's role shifted to managing all the various diligence workstreams. This included setting the scope, procedures, timelines, milestones and reporting for each key diligence activity. Additionally, Pursant facilitated the procurement of and negotiation with third-party providers for financial, accounting and tax due diligence.

Accolades:

Buyer Remarks

John Evarts, Chief Operating Officer & Chief Financial Officer of Mediafly

"The iPresent acquisition was our second opportunity to work with Scott and Pursant. The first acquisition, completed in October 2018 allowed us to leverage Scott to help quarterback us through our first experience with executing a buy side process. That experience was excellent, and as a result, we immediately contacted Scott regarding availability to support us again once we had signed a definitive Letter of Intent with iPresent.

As expected, and leveraging our experience together from our first acquisition, the Pursant team seamlessly augmented our existing team's capabilities by taking on project management lead on the buy side diligence. In addition, Scott tactically guided critical elements of the deal, including support for the increased levels of diligence and post-close complexity required by international legal, tax and accounting.

Together, and in large part due to Pursant's relentless tenacity, persistence and excellent bedside manner, we are now two for two. Scott and the rest of our deal team have now successfully executed efficient and thorough buy side due diligence on two deals and, should future opportunities arise, we would look forward to again working with Scott and Pursant as an integral part of our buy side execution team."

Pursant's Remarks

Scott Glickson, Managing Director

"This was our second engagement with the Mediafly team and our second great experience with them. The Mediafly team is extremely passionate about sales enablement. It is a pleasure and a privilege to be working with and quarterbacking such a dedicated and competent team through a very complex and challenging process.

Mediafly's acquisition of iPresent is a great strategic transaction. It will be very exciting to watch Mediafly expand their presence from the enterprise customer base to the SMB market."

About Pursant:

Pursant helps companies grow enterprise value by managing their M&A related initiatives and ultimately monetize that value in a sale transaction.

Our Investment Banking, Strategic Transaction Support and Business Value Enhancement practices use a deep immersion process, our expansive networks and experience as owner/operators and dealmakers to effectively execute strategic transactions—critical events for which most companies do not have the time, manpower or expertise.