



### THE WIRELESS EXPERIENCE HAS BEEN ACQUIRED BY ALLIANCE MOBILE

#### The Transaction:

Pursant's Investment Banking practice is pleased to announce that in August 2023, its client The Wireless Experience Group ("TWE") was acquired by Alliance Mobile. TWE is a leading AT&T National Authorized Retailer in the Mid-Atlantic and Northeast regions. With the acquisition of TWE, Alliance Mobile is now the second largest AT&T National Authorized Retailer with over 300 stores across 21 states primarily in the Midwest, Mid-Atlantic, Northeast and Southeast regions. Alliance Mobile is backed by Centre Partners, a leading middle-market private equity firm focused on the consumer and healthcare sectors.

#### Our Client:

Founded in 1997 by Brian Wainright and headquartered in Manahawkin, New Jersey, TWE operates as an AT&T National Authorized Retailer with over 100 store locations across six states on the East Coast and has a longstanding reputation for its innovative retail portfolio, recognition as a top employer, and highly ranked customer experience.

#### How Pursant Helped:

As the exclusive M&A advisor to TWE, the Pursant team managed the entire sale process. Pursant prepared transaction related materials, negotiated the LOI, quarterbacked due diligence and worked in tandem with TWE's legal advisors to drive the transaction process through close. Culture fit, especially as it relates to customer and employee care were important considerations when selecting Alliance to transact with. Alliance also brought the scale and resources needed to continue the aggressive growth path that was important to both parties.

#### About Pursant:

*Pursant is an investment banking, financial and management consulting firm that supports and executes middle market M&A related initiatives and helps business owners grow enterprise value.*

*We use a deep immersion process, our expansive networks and experience as owner/operators, dealmakers and financial professionals to effectively deliver on these critical initiatives for which most companies do not have the time, manpower or expertise.*

#### Accolades:

##### Buyer Remarks

**Matt Sharrak, CEO of Alliance Mobile**

*"The acquisition of TWE represents a major milestone for Alliance Mobile, as it builds a preeminent AT&T National Authorized Retailer platform. TWE has consistently delivered impressive growth, and we are very excited to welcome TWE to Alliance Mobile. Both organizations have a deep commitment to customer satisfaction and together we can continue to provide the highest level of service to our customers."*

##### Seller Remarks

**Brian Wainwright, CEO and Founder of The Wireless Experience**

*"Joining forces with Alliance Mobile enables us to accelerate growth for our business and our people. With our combined strength, skills, and customer commitment, we are positioned for a bright future."*

*"Pursant proved to be an exceptional partner throughout my voyage of deliberating the sale of my business. They provided invaluable assistance in evaluating my business' value, identifying potential stakeholders, and formulating a strategic approach. The serendipitous introduction to Mark via a YPO speaking event, followed by the validation from a trusted friend who had also benefited from Pursant's services, reinforced my favorable impression.*

*In navigating the intricate terrain of selling a business – a journey laden with both business complexities and emotional nuances – Mark, Scott and Trey emerged as an unwavering pillar of support. Their guidance was instrumental in successfully managing the roller-coaster ride that such a pivotal decision entails. As I reflect on this experience, I am not only eager to collaborate with them on future endeavors but also wholeheartedly endorse them to others seeking similar expertise."*

##### Pursant's Remarks

**Mark Herbick, Founder & CEO**

*"For over 25 years, Brian Wainright and his team labored to build The Wireless Experience into one of the top ranked AT&T National Authorized Retailer chains. Their focus on the customer experience, store appearance and store performance consistently placed them as a national leader of all US chains. The Pursant team is thrilled for Brian Wainright and his team. Through this transaction with Alliance, in addition to monetizing his labor of love, Brian's TWE brand has merged with an organization also recognized for high levels of service and performance. We look forward to watching the Alliance and TWE family accomplish great things together."*