

Acquisition Opportunity

Enterprise Document Viewing and Conversion Software Company

Trailing 12 Months Revenue: \$6.0M

Projected 2021 Revenues \$7.0M

- **Superior Reputation:** Company has been providing document viewing and conversion software for over 25 years and have more than 300 Fortune 2000 and OEM Clients including most to US and World Banks, the majority of the top Shipping Companies, as well as the top medical records and insurance companies both in the US and Europe.
- **Great Customer Diversity:** Company currently serves global clients in Banking, Insurance, Government, Healthcare, Shipping, Document Management and more. The top 7 customers comprise 23% of total revenues.
- **Long Term Client Relationships:** Their top 7 customers have been with them in size order: #1 25 years, #2 15 years, #3 20 years, #4 17 years, #5 15 years, #6 20 years, and #7 10 years. Their superior client support and ease of use of their solution enhances client productivity resulting in a very sticky client with dependable revenue.
- **Great Opportunity to Leverage Blue Chip Client Base:** Company serves a very desirable customer base of hundreds of large enterprises and large OEMs allowing great cross-sell benefit to some strategic buyers in the document repository, enterprise content management, digital asset management or other adjacent markets..
- **Long-Term Skilled Employee Base:** Company has several key support and engineering personnel with over 15 years of company experience. Clients value the experience and high level of enterprise support.
- **Deep Engineering Strength:** The Company's code base and libraries are developed and maintained in-house. Expertise in Java on Unix, Windows platforms. Integrated with all of the major document repositories and Enterprise Content Management platforms.
- **Significant Growth Potential:** Company's business has experienced a significant increase as we emerge from the Covid pandemic. Corporate emphasis on cloud-based infrastructure services and digital transformation solutions is accelerating. Company is expanding relationships with partners including Alfresco/Hyland Pega IBM (FileNet & ICN) and others.

Company has successfully sold and supported a core group of cutting edge Enterprise Content Management Software tools. They lack the sales and marketing resources to capitalize on the potential of their products, and their strong and loyal customer base. Their market continues to aggressively consolidate and the owners feel that it is the right time to be acquired by a strategic partner that has the resources to expand their existing sales channels and OEM relationships as well as continue product feature and format development. They also see great potential in expanding professional services and integration services.

From a Macro perspective, the timing is opportune for the strategic buyer. IDC cloud forecast predicts that worldwide spending on cloud services, the hardware and software components and the professional and managed services opportunities around cloud will surpass **\$1.0 trillion in 2024** while sustaining double-digit CAGR of 15.7% . *“The proportion of IT spending that is being allocated to cloud will accelerate even further in the aftermath of the COVID-19 crisis, as companies look to improve operational efficiencies,”* Ed Anderson, Distinguished VP Analyst, Gartner.

Company's powerful viewing and conversion technology empower clients to overcome viewing challenges by providing easy access to their critical content, improving

document workflow efficiencies. Company is now looking to sell its proven proprietary software, tools, and systems to a platform with a larger team and marketing capability /expertise to scale the value of this software suite across a larger audience and thereby unlock an extremely large amount of additional value.

Client # 210409

Click Link to eSign the Confidentiality Agreement

<https://app.hellosign.com/s/APiMUGnQ>



MidMarketCapital, Inc.

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We are exclusively representing this Company to your firm as part of an offering to a select group of qualified investors. MMC specializes in mergers, acquisitions, financing and divestitures of privately held middle market technology based businesses. No reproduction, in whole or part of this Confidential Acquisition/Investment Profile may be made without prior written permission of MMC

STANDARD CONFIDENTIALITY AGREEMENT

Client # 210409

Click Link to eSign this Document <https://app.hellosign.com/s/APIMUGnQ>

Enterprise Document Viewing and Conversion Software Company

This Confidentiality Agreement will confirm our mutual understanding in connection with MidMarket Capital (MMC) providing, and your receipt of, Information regarding the Company described above as ("The Company").

Information means all oral or written data, reports, records or materials ("Information") obtained from MMC or The Company, including the name, address and type of business of The Company, the knowledge that The Company may be considering a sale, or even the fact that information has been provided. Information shall not include, and all obligations as to non-disclosure by the undersigned shall cease as to any part of, such information to the extent that such information (i) is or becomes public other than as a result of acts by the undersigned; (ii) can be shown was already known to the undersigned at the time of its disclosure hereunder; (iii) is independently obtained by the undersigned from a third party having no duty of confidentiality to The Company; (iv) is independently developed by the undersigned without use of any Information supplied hereunder; or (v) is obligated to be disclosed pursuant to applicable law, regulation or legal process.

Information is being furnished solely in connection with your consideration of the acquisition of The Company and shall be treated as "secret" and "confidential" and no portion of it shall be disclosed to others, except to those of your employees and agents whose knowledge of the Information is required for you to evaluate The Company as a potential acquisition and who shall assume the same obligations as under this Agreement. The undersigned hereby assumes full responsibility for the compliance of such employees or agents to the terms of this Agreement.

The undersigned further agrees that it will not interfere with any business of The Company through the use of any Information or knowledge acquired under this Agreement nor use any such Information for its own account.

It is understood that The Company is the intended party and beneficiary whose rights are being protected and may enforce the terms of this Agreement as if it were a party to this Agreement.

All Information shall be promptly returned or destroyed, as directed by us or The Company.

It is understood that (a) no representation or warranties are being made as to the completeness or accuracy of any Information and (b) any and all representations and warranties shall be made solely by The Company in a signed acquisition agreement or purchase contract and then be subject to the provisions thereof.

The undersigned acknowledges the responsibility to perform a due diligence review at its own cost and expense prior to any acquisition.

The respective obligations of the parties under this Agreement shall survive for a period of two years following the date hereof.

Name of Individual: _____ | Title: _____ |
(Please Print) (Please Print)

Organization: _____ |

Email Address: _____

Telephone: _____ |

Signature: _____ | Date: _____ |
(Authorized Representative)

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