

INTRODUCTION TO BAIRD'S COMMERCE TECH PRACTICE

STRONG MOMENTUM ACROSS BAIRD'S TECH & SERVICES GROUP

90+

T&S focused M&A deals since Covid started(1)

20+

T&S focused FCM & Debt transactions(1)

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



~120 Investment bankers(1)



Deep Sector and Sub-Sector Focus



One P&L



250+ M&A deals since 2015⁽¹⁾



Global Reach



\$100m - \$2bn Typical deal size

COMMERCE TECH PRACTICE



Rhett Braunschweig Managing Director



Managing Director



Simon Pearson Managing Director



Justin Pritchard Managing Director

JOIN US FOR OUR 2ND ANNUAL EVENT

2021 Commerce Technology Symposium Tuesday, October 19 – Wednesday, October 20 VIRTUAL SYMPOSIUM

Virtual

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

Presenting Companies

































stackcommerce



Jordan Klein Managing Director



Dan Arras Director



Chase Sanders Managing Director



Marco Krass Director



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



SaaS provider of inventory and order management solutions for brands



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



Shelf-edge pricing and promotion communication solutions



Guest data management and intelligence software



Performance marketing solutions for online retailers & brands



B2B online marketplace for medical equipment maintenance parts and services



Marketplace / commerce platform for used books



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



Performance marketing solutions for online retailers & brands



Content management software for digital signage and interactive kiosks



Supply chain management software

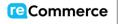
DIVERSIS CAPITAL



Sale to



Pricing, promotion and competitive intelligence software for retailers





Amazon marketplace management solutions



Subscription-based scenting solutions for branding and customer engagement



Outsourced production for signage, displays and exhibits



Personalization software for omnichannel brands and retailers