

OUR EUROPEAN TECH & SERVICES PRACTICE HAS HAD AN ACTION-PACKED YEAR OF SUCCESSES



<p>Completed Not Disclosed</p> <p>Project Falcon</p>	<p>Pending</p> <p>waystone A Portfolio Company of MML RETURN ON IDEAS Recapitalization by Montagu</p>	<p>MATRIX42 A Portfolio Company of EMERAM CAPITAL PARTNERS Sale to CortenCapital</p>
<p>learningpool A Portfolio Company of CARLYLE CARDINAL IRELAND Sale to MARLIN EQUITY PARTNERS</p>	<p>Livesystems Sale to SWISS POST</p>	<p>world of books A Portfolio Company of BRIDGES Sale to LIVINGBRIDGE</p>
<p>SOVENDUS A Portfolio Company of Bregal Unternehmernkapital & Private Shareholders Sale to PARAGON PARTNERS</p>	<p>CORSAIR Minority Investment in XCEPTOR A Portfolio Company of .astorg</p>	<p>White Clarke Group A Portfolio Company of Five Arrows Sale to IDS Special Finance Technology A Portfolio Company of THOMABRAVO</p>
<p>REED & MACKAY A Portfolio Company of inflexion Sale to TripActions</p>	<p>disguise A Portfolio Company of LIVINGBRIDGE Sale to CARLYLE</p>	<p>IRON MOUNTAIN* Intellectual Property Management A Division of IRON MOUNTAIN* Sale to nccgroup</p>

13 deals signed since January 2021

~\$4bn of deal value generated

~7x Revenue & **~20x** EBITDA multiple on average across our deals⁽¹⁾

A broad range of client sectors:

eCommerce Software & Platforms	Education Technology	Cloud Infrastructure
Governance, Risk & Compliance Software	Fund Admin and Compliance Services	Enterprise Security Software
Extended Reality Software	Corporate Travel Services	Financial Software / Technology

Note: (1) European T&S deals; excludes non-meaningful multiples

KEY EUROPEAN CONTACTS

TECH & SERVICES COVERAGE



Simon Pearson
Managing Director



Justin Prichard
Managing Director



John Sun
Managing Director



Martin Luen
Managing Director



Marco Krass
Director



Chelsea Smith
Vice President



Damiaan van Ballegooijen
Vice President



Luke Stepien
Vice President



Helen Jones
Vice President

SPONSOR COVERAGE & DEBT



Vinay Ghai
Managing Director



Oliver Meyer
Managing Director



Paul Bail
Managing Director



Alex Murrill
Director

BAIRD

BAIRD'S TECHNOLOGY & SERVICES PLATFORM

EXCEPTIONAL VELOCITY AND RESILIENCE OVER COVID UNDERPINNED BY OUR UNIQUE MODEL AND APPROACH

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

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

COME MEET US AT OUR CONFERENCES, SYMPOSIUMS AND SHOWCASES

2021
European Private Company Technology & Services Conference

[5-6 October, 2021](#)

2021
Commerce Technology Symposium

19-20 October, 2021

2022
Private Company Technology & Services Conference

9-10 February, 2022

2022
Global Consumer, Technology & Services Conference

7-9 June, 2022

Configuring Cyber's New Normal
Baird's 2021 Cyber Showcase

[View the Showcase](#)

STATE OF ARTIFICIAL INTELLIGENCE

To Be Announced