



Transaction Announcement

January 18th, 2022

Wellesley Hills Financial Advises IRIS CRM on Sale to NMI

Wellesley Hills Financial

is pleased to announce its role as strategic and financial advisor to

IRIS CRM

on its sale to



INVESTMENT BANKING
FOR A **DIGITAL** WORLD

Transaction Overview

❖ On January 18, 2022, Network Merchants (“NMI”) announced that it has acquired a majority stake in IRIS CRM (“IRIS”), the premier business management and CRM software provider for the payments industry

❖ Founded in 2010, IRIS offers best-of-breed business management software for merchant services organizations

❖ The company’s cloud-based platform provides ISOs and other payments processors with the tools to manage the entire merchant lifecycle, including lead management, appointment scheduling, onboarding support, and residual payout calculations

❖ Financial details of the transaction were not disclosed

Strategic Drivers

❖ IRIS will expand NMI’s offerings to its ISV, ISO, and Payfac partners, allowing for increased merchant onboarding speed and end-user offerings

Wellesley Hills Financial

❖ Wellesley Hills Financial served as IRIS’ exclusive strategic and financial advisor for the transaction

❖ This transaction was led by Wellesley Hills Financial’s Sell-Side M&A Lead, Anthony Malatesta

❖ The IRIS transaction highlights Wellesley Hills Financials continued success representing assets in both the SaaS and Payments space

Wellesley Hills Financial Overview

About The Firm

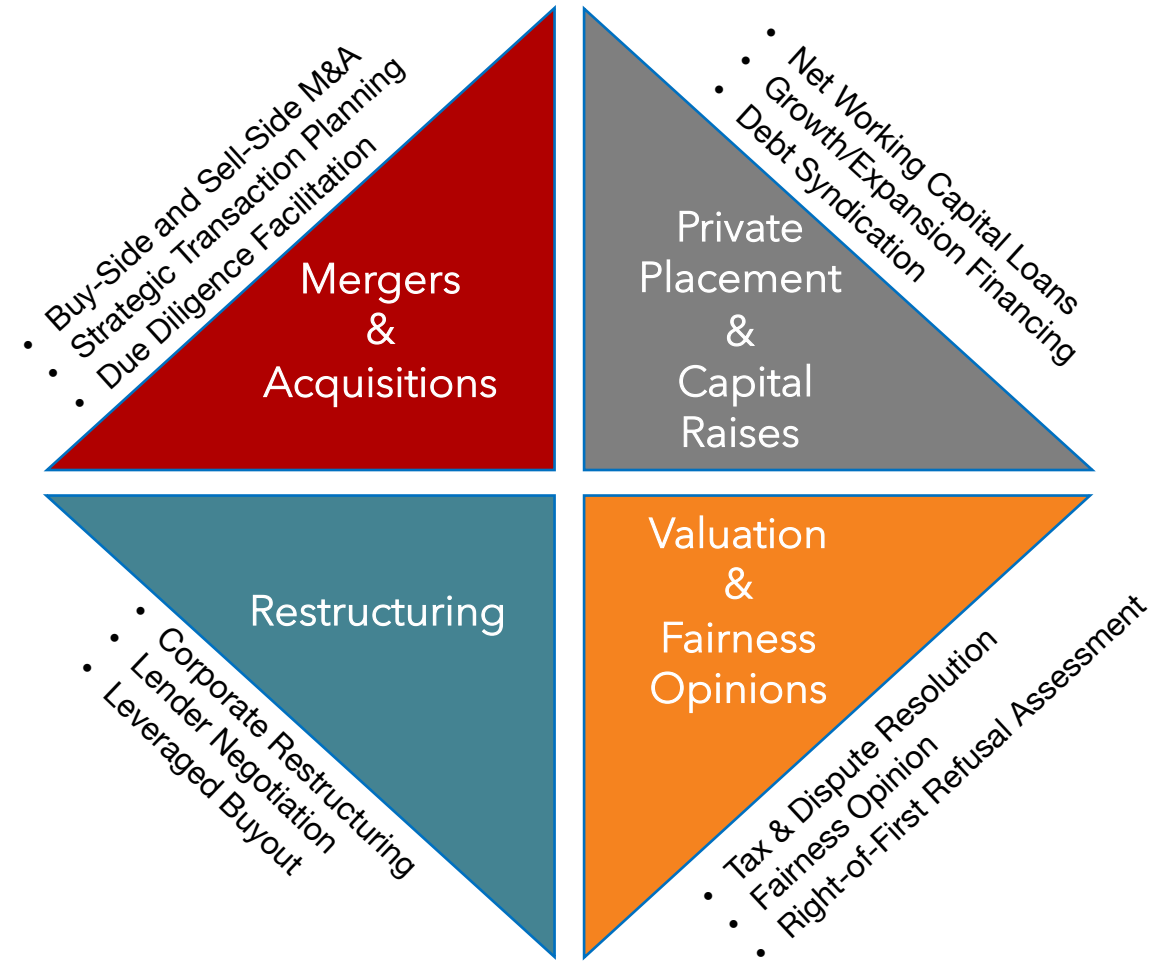
Wellesley Hills Financial ("WHF") is a financial technology and SaaS-focused investment bank based in Boston, Massachusetts. Our team of industry experts have been providing best-in-class service for over thirty years.

With a successful track record of transaction experience, we pride ourselves on the ability to thoughtfully and effectively guide clients through every stage of the corporate life cycle from securing growth capital to strategic M&A.

Representative Transactions*

 Merges With  Size: Undisclosed Date: Aug. '20 Sector: FinTech	 Acquires  Size: Undisclosed Date: Apr. '19 Sector: Software	 Invests In  Size: Undisclosed Date: Mar. '19 Sector: FinTech	 Acquires  Size: Undisclosed Date: Mar. '19 Sector: Software	 Invests In  Size: Undisclosed Date: Dec. '18 Sector: FinTech
 Acquires  Size: Undisclosed Date: Sept. '18 Sector: Software	 Acquires  Size: Undisclosed Date: Jan. '18 Sector: FinTech	 Invests In  Size: Undisclosed Date: Feb. '17 Sector: FinTech	 Acquires  Size: Undisclosed Date: Jan. '17 Sector: FinTech	 Acquires  Size: Undisclosed Date: Jan. '17 Sector: Software

Comprehensive Service Offerings



Buy-Side M&A Overview

WHF provides buy-side M&A services uniquely tailored to deliver sensible and actionable acquisition strategies, ensuring successful outcomes through diligence and experience. Clients gain access to qualified M&A opportunities that are aligned with their objectives, including targets not found in self-reporting databases, general search engine queries, or generic industry lists.

WHF's history, reputation, and expertise position the firm as an industry leader, capable of consistently providing clients with highly-qualified and actionable pre-market deal-flow in a non-auction environment.

Pre-M&A Services:

- Determine acquisition objectives and investment preferences
- Identify 'bull's eye' target verticals and respective companies
- Map target segments and interest solicitation

M&A Advisory Services:

- Initial target assessment for alignment with client objectives
- Target valuation and synergy analysis
- Target engagement, negotiation, and offer formulation
- Due diligence preparation, collection, support, and review
- Deal management, facilitation, and tracking to close

Select Buy-Side Clients

worldpay
from FIS

Great Hill
PARTNERS

TA ASSOCIATES

Heartland
Payment Systems

AQUILINE
CAPITAL PARTNERS LLC

Rectangle
HEALTH
The Shape of All Payments

bluepay

FULLSTEAM
Building on Great

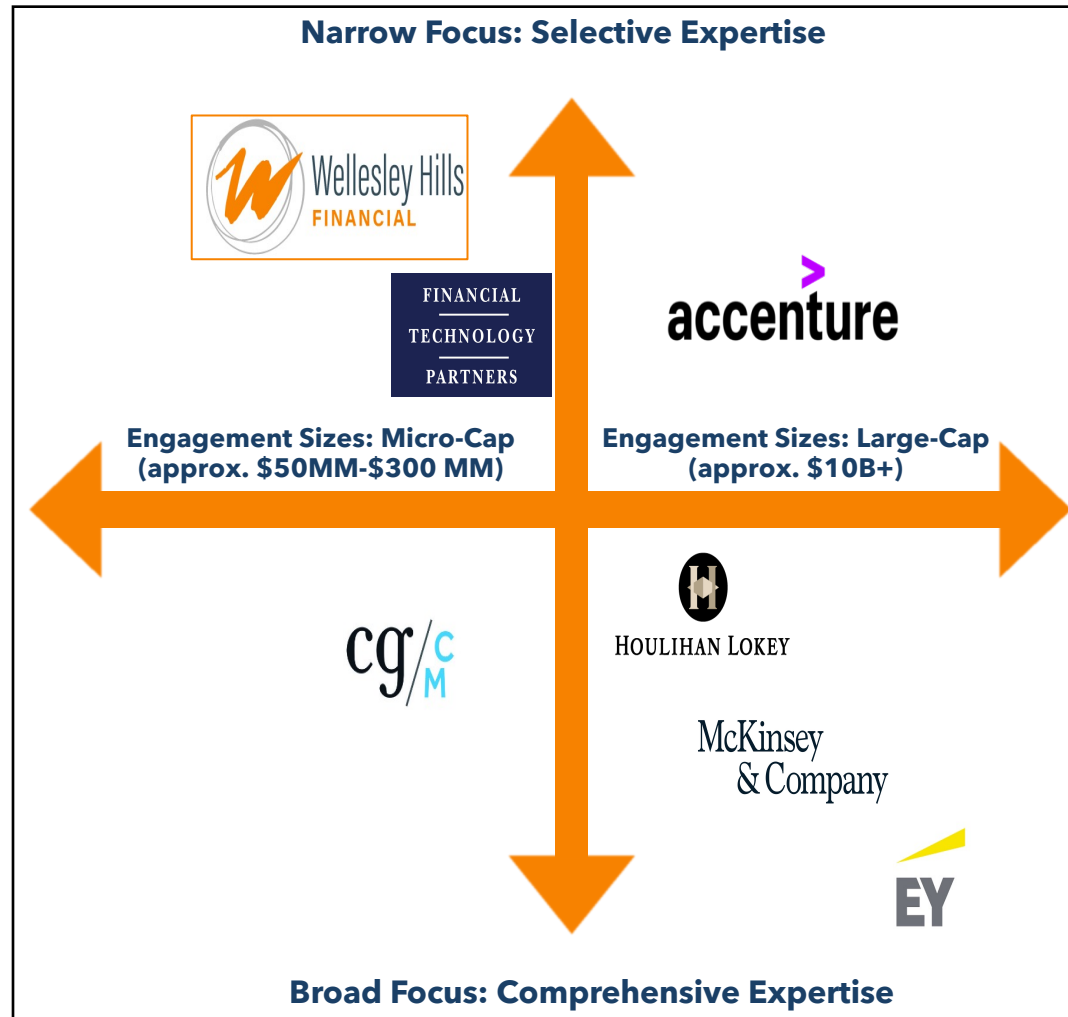
nuvei
Payment Technology Partner

Paysafe:

Innovation
Group

Sell-Side M&A Overview

Strategic Positioning



Tailored Solutions, Superior Results

Drawing upon two decades of transactional experience and in-depth knowledge of our focus verticals, our Sell-Side M&A services are grounded in a nuanced understanding of our client's objectives. Combining insights, analytical capabilities and access to a robust network of key decision makers, we collaborate with our clients to craft strategies that bring together the highest-value buyers and sellers, for an optimal deal outcome.

Through comprehensive analysis, our team crafts marketing strategies for each client that capitalize on current market trend. Communications are uniquely tailored to ensure that each buyer is presented with the opportunity in way that reflects the highest value proposition.

M&A Investment Banking Services (Sell-Side):

- Determine transaction objectives and preferences
- Conduct preliminary business valuation and analysis
- Generate comprehensive financial projections
- Produce anonymized marketing materials
- Market the opportunity to strategically positioned bidders
- Manage auction and negotiate optimal deal terms
- Coordinate 3rd party due diligence process
- Assist legal team in finalizing transaction documents

Private Placements & Capital Raises

WHF specializes in pairing clients with the appropriate investors to fund organic growth or pursue strategic acquisitions. Our team has long-established relationships with institutional investors, venture capitalists, and FinTech entrepreneurs, allowing us to introduce the best suited solutions for each unique business circumstance.

Leveraging years of advisory experience and a proprietary CRM database of investors, we identify the most appropriate capital source and guide our clients through every step to closing.

Capital Providers

- Private Equity
- Venture Capital
- FinTech Entrepreneurs
- Strategic Investors
- Institutional Banks

Available Financing

- Equity
 - Growth Equity
 - Liquidity Driven Funding
- Debt
 - Asset Back Loans (Equipment Financing, Net Working Capital Loans, Factoring, Etc.)
 - Senior & Subordinated Debt



Contact Information

Wellesley Hills Financial Overview

Wellesley Hills Financial is a financial technology and SaaS focused investment bank based in Boston, MA. Our team of industry experts have been providing best-in-class service for over twenty years. With a successful track record of transaction experience, we pride ourselves on our ability to thoughtfully guide clients through every stage of the corporate life cycle from securing growth capital to strategic M&A. Our services include:

- Buy-side and Sell-side M&A
- Private Placement & Capital Raises
- Recapitalizations
- Tax & Dispute Resolution Valuation Opinions
- Fairness Opinions
- Strategic Advisory

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