EMBRACE

WE BUY & BUILD WORLD-CLASS SOFTWARE BUSINESSES

Discover More:
www.embracesoftwareinc.com

Contact Us At:
acquisitions@embracesoftwareinc.com

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MESSAGE FROM CEO

"We have experience acquiring **35+** software companies, building enterprise software for **16%** of Fortune **500** companies, implementing large scale digital transformation projects and managing teams across multiple countries.

MOHAN PLAKKOT
Founder | CEO, Embrace

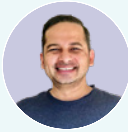
FOUNDER'S BACKGROUND

EMBRACE	2021-Present	Founder | CEO Valuation: $100M+
vitalhub Care Evolved	2017-2019	Lead Investor | Board Member (VHI:TSX) Stock Return: 72%
VALSOFT	2015-2019	Founding Member | Chief Strategist 100+ Acquisitions, to date
VALSEF CAPITAL	2010-2019	Founding Member | Partner
emerald	2008-2009	Cleantech: Venture Capital
ellucian	2004-2007	Software Programmer

EMBRACE LEADERSHIP

HJ ZHU
Head of Finance

PHILIPS | Multiple HOLD COs



Parashar
Portfolio Manager

Microsoft | FUJITSU

Danish Qureshi
Head of M&A

CONSTELLATION SOFTWARE INC. | ENBRIDGE

Sushma Kantharaj
VP of Technology

PUBLICIS GROUPE | SUNGARD

Ragul Kumar
VP of Technology

FIS | SUNGARD

Justin Orr
Portfolio GM

avadian CREDIT UNION | VISIFI A DEDA COMPANY

Harold Garotta
Portfolio GM

HARRIS | Deloitte.

> “We Are Entrepreneurs And Enterprise Technologists With **35+ Acquisitions** Under Our Belt.

ABOUT US

Embrace acquires and invests in niche software that provides industry specific solutions. We believe best practices followed by enterprise software are equally relevant for small software businesses. Access to capital and know-how enables our acquired companies to serve their customers better and grow their businesses faster.

4300+	400+	15	130M+
Customers	Team	Acquisitions	Capital

OUR CRITERIA

- Revenue: $3 - $30 Million
- Profitability: Not a Criterion
- B2B Software
- Industry Agnostic
- Gross Retention > 90%
- Reasonable Operating History
- Carve-Outs, Special Situations, Turnarounds
- Located in US, Canada

OUR PROCESS

IN 60 DAYS OR LESS

- Intro Call
- NDA & Questionnaire
- Letter Of Intent
- Close

YOUR POST-ACQUISITION JOURNEY WITH EMBRACE

- Growth Capital
- International Expansion
- Partnership Introductions

OUR SHARED SERVICES

A True Partner Provides More Than Capital.

- Technology & Product
- Sales & GTM Services
- Digital Marketing
- Operational Best Practices
- Customer Support
- Human Resources
- Finance & Accounting
- Embrace Ai Group
- Legal Debt Collection

WHAT MAKES US DIFFERENT?

01

Investing in Growth vs. Cost Cutting

02

Product Engineering First Approach

03

Experience In Product Rewrites

04

Hands-On Operational Support

05

Execution Vs. Strategic Plans

BECOMING A PART OF EMBRACE

KENNY RATTON
CEO, Co-Founder of Radiant

"Our team is thrilled for what Embrace's support will allow us to do for our customers, both current and future, and our continued success alongside them."

CAROL DAVIES
Co-Founder Infospeed Ltd

"Embrace checked all the boxes. Not only did they bring knowledge in technology and software best practices; 6 months after the sale, the folks at Embrace have continued to fulfill their post acquisition duties, with the same level of care as they did before the acquisition."

CLETE WALKER
CEO & Shareholder of AQ2 Technologies

"Our goal from the beginning was to find a partner/ acquirer that had similar values and goals towards their employees and customers. Embrace was a perfect fit to allow our employees to thrive and to provide continued customer excellence."

EMBRACE

TAKE YOUR BUSINESS TO THE NEXT LEVEL!

E-mail us at **acquisitions@embracesoftwareinc.com**