

# A New Paradigm in M&A

We put people first.

## The Ascend Way

At Ascend, we think outside the transaction to the people behind it, providing buy-side and sell-side advisory services to high-growth companies and institutional investors in the middle market. Be it clients, employees, or prospects, our team believes in humanizing investment banking and the engagement process. We place a high value on operating with integrity, maintaining good relationships, and simply doing the right thing...all while driving value with a sophisticated, data-driven approach.



### Putting People First

Humanizing investment banking and the engagement process



### Simplifying Complexity

Achieving simplicity amid complexity with a sophisticated approach



### Flexing for the Journey

Pivoting to provide the type of advisory needed at a moment's notice



### Committing to Singular Attention

Promising expertise grounded in best practices but tailored to a client's unique needs



### Partnering with Authenticity & Respect

Creating an environment where ideas to come to life, people thrive, and success flourishes



### Providing "In the Trenches" Experience

Unleashing value with institutional knowledge and expertise

## Leadership Team



**Eric Parekh**

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**Douglas (DJ) Palmer**

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**Thien Tran**

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# Flexing for the Journey

Businesses undergo constant transformation from startup to exit. Ascend has the unique ability to flex in any direction to deliver the type of advisory needed in any situation. Our team provides guidance through every step of an engagement and is there for the entire journey. While engagements span various industries and sizes, our primary focus is efficient, flawless execution.

## Buy-Side

Platform, add-on, and roll-up strategies or PEGs, strategics, and sponsor-backed companies

## Sell-Side

Minority, majority, and full sale transaction types for companies, founders, and financial sponsors

# Expertise & Representative Transactions

Our team provides clients with a level of understanding and insider knowledge to optimize results. We focus on sectors where we have deep networks and high levels of investment experience. Our sector expertise and institutional background unleashes value by helping clients anticipate hurdles thereby increasing efficiency. M&A advisory with an edge.



## Technology & Software

- Application Software
- Cybersecurity
- DevOps
- Enterprise Software
- Tech-Enabled Services
- Telecommunications
- Vertical Software



## Business Services

- Distribution
- Engineering
- Government
- Infrastructure
- Manufacturing
- Mechanical Contractors
- Power & Energy
- Supply Chain

**Direct Athletics**

ACQUIRED BY

**FLOSPORTS**

BACKED BY

WARNER BROS. DISCOVERY CAUSEWAY  
BDMI fertitta

**Mainline**  
INFORMATION SYSTEMS

ACQUIRED

**axcelinno**

**Interware Development**

ACQUIRED BY

**AVENU**  
WEIGHTS & ANALYTICS

A PORTFOLIO COMPANY OF

**MILL POINT CAPITAL**

**FIDELITY**  
BUILDING SERVICES GROUP

A PORTFOLIO COMPANY OF

**ONEX**

ACQUIRED

**CIT SERVICE CT HX**  
HCT

**HCN**

ACQUIRED BY

**GIL-BAR**

A PORTFOLIO COMPANY OF

**ICG**

**HAVTECH**

ACQUIRED

**ACES**

AND

**MECHANICAL SYSTEMS TESTING & BALANCING**

**CAPITAL SEABOARD**

ACQUIRED BY

**thechefswarehouse**

**SHADOW DRAGON**

RECEIVED A STRATEGIC INVESTMENT FROM

**SVERICA**

**municode**

ACQUIRED BY

**CIVICPLUS**

A PORTFOLIO COMPANY OF

**INSIGHT PARTNERS**

**NEHEMIAH SECURITY**

ACQUIRED BY

**ThreatConnect**

A PORTFOLIO COMPANY OF

**PSG**  
PROVIDENCE STRATEGIC GROWTH