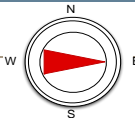


CDaaS: Corporate Development as a Service

Advisory, Database, and Activation to Acquire Scale Add-ons



People

Tom Dailey
td@pennantep.com

Sam Foster
sf@pennantep.com

Value Creation: Scale Add-ons, Not Scope

1. Leverage Pennant's 3rd Party and Proprietary Private Company Databases
2. Target EBITDA-Accretive Scale Add-ons with Cost Synergies
3. Qualify Targets by Sector & Revenue Model
4. Build Add-on Pipeline
5. Close Add-ons

Intermediaries:
Thesis & Narrative

Targets:
Network & Qualify

Tier 1, 2,3 Pipeline Build

Close

PMI



Source	Target	What They Do	Client Sector	Ownership	Deal Date	Revenue Est. (000)	EBITDA (000)	% Recurring	Staff	Process Stage	HQ
Bill	Strategic Advisory	Regulatory Advisory	GOVT	Founder-led	4/1/2022	\$ 29,000	\$ 7,000	90%	125	1	Dallas
SourceScrub	Remediation	Cloud Transformation	Retail & Ecommerce	YC Incubator	1/11/2020	\$ 12,250	\$ 1,000	75%	55	1	Miami
Sally	Excelsior Consulting	Strategic Consulting	Healthcare	Medallion Series B	3/8/2019	\$ 87,500	\$ 17,500	80%	350		Ill

Outcomes

A Great Company *AND* a Great Investment

- Intermediary Relationships as a Buyer
- Pipeline of Targets to Support Eventual Exit
- CDaaS: Add-back Transaction Expense



- Actionable Add-on Pipeline
- Saved C-Level Time & Resources
- Board Updates: Process & Results
- Workflow Integration (eg DealCloud)
- WWWN: Investment Committee Buy-in

