

7405 Rte Transcanadienne, Suite 100
Montreal, QC H4T 1Z2, Canada
Email: info@aspiresoftware.com
Web: www.aspiresoftware.com



ASPIRE
SOFTWARE

BUY. ENHANCE. GROW.



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MESSAGE FROM THE CEO

“ *Buy. Enhance. Grow.*

We live by those words every day, working with our teams to create greater business value. We take extreme pride in serving our customers as long-term technology partners. To us, acquisition is more than just a transaction; we form long lasting connections that are built on trust and a shared vision. Your employees, customers and partners become a part of our family. We will work together to build upon your legacy and take your company to new heights.

Join Aspire and we'll achieve greatness - together. ”

MICHAEL ASSI

ABOUT US

Based In Montreal, Canada, Aspire's focus is to acquire and grow vertical software businesses that provide mission-critical solutions in their respective niche or market. By Taking advantage of its simple corporate setup and its unique operating platform, Aspire continues to grow its acquisitions towards sustainable success while making customer success a top priority. Because of its decentralized strategy and indefinite hold period, Aspire has the ability to look at companies in different lifecycles.

OUR VISION

To be the preferred global technology provider with all-in-one software solutions and superior customer service.

OUR MISSION

Enable our clients with the best technology and exceed their expectations in product and services quality.

For more information contact info@Aspiresoftware.com

COMPANY

- ✓ Capitalized by Valsef - our family office
- ✓ Our Model: Acquire, Manage and grow vertical software companies, using a decentralized management approach - we partner with great people to help us run our companies
- ✓ Owners have been doing business together since 2002, owners are active in Aspire day to day
- ✓ Ability to look at companies in different lifecycles (legacy, core, growth)
- ✓ Group has made over 17 acquisitions in the past 5 years, 9 of which were in last 12 months



TRANSACTIONS

- ✓ 100% or Majority acquisitions, We are flexible, Target Revenue \$3M - \$50M+
- ✓ Fast: LOI's with valuation within a week; LOI and closing within 45 days - Inhouse legal and accounting team
- ✓ Easy: Seller friendly: cash at close; no post-close contingencies
- ✓ Certain: 95%+ close rate on our LOIs
- ✓ Broad: Mature companies, market leaders, growth, turnaround

OUR ACQUISITION CRITERIA

- ✓ We are interested in acquiring all types of vertical software businesses, spanning from \$3M in revenues all the way to \$50M in revenues
- ✓ Our portfolio includes SaaS and on premise software companies in North America, Europe and Australia
- ✓ Our group companies enjoy significant competitive advantages:
 - Proven business model - our customers love us
 - Proven operating platform - cost-structure advantages
- ✓ We bid most aggressively for those companies with long tenured customers, even if they have modest growth rate
- ✓ Specialize in businesses that are 20+ years old, in need of a technology update; we have an operating model to run “legacy” businesses

OUR FOCUS

Our four operating strategies:

Established Mature Businesses

- \$3M - \$50M of yearly revenues
- Slow growth, no growth or slowly declining
- Dedicated customer base
- Legacy technology
- We also consider carve outs, divestitures

Market Leader

- \$3M - \$50M of yearly revenues
- Have a strong, established market position
- Have meaningful, positive EBITDA
- Some growth
- Legacy or new technology

Growth Companies

- \$1M - \$10M in yearly revenues
- Little to no EBITDA; healthy LTV:CAC ratio
- Growth at 20%+ /yr
- New technology

Profitable Software Businesses

- \$3M - \$25M USD revenues
- \$1M - \$5M EBITDA
- North American based
- Specialize in Founder/Owner run companies

OUR COMPANIES

I INNQUEST SOFTWARE



Acquired	2016
Location	Tampa, Florida, USA
Niche	Hospitality Software (Property Management System)
Description	Innquest's popular hotel management software, RoomMaster, is used in over 100 countries and by over 5,500 clients worldwide. The software was developed by hoteliers for hoteliers and has been widely praised for its intuitive performance and ease of use. RoomMaster provides every software management product a hotel needs in one simple turnkey solution, including a booking engine with a channel manager linked to expedia and booking.com. Innquest's office is located in Tampa, Florida with international offices in Australia, Canada and the United Kingdom with resellers in the Caribbean, Fiji, New Zealand, Cambodia, Malaysia and South Africa.

I H&L



Acquired	2019
Location	Kingswood, Australia
Niche	Hospitality Food & Beverage
Description	H&L has been at the forefront of technology in the hospitality industry for over 30 years providing Point of Sale Solutions, Management Solutions, Workforce Solutions, Security Solutions, Marketing & Loyalty Solutions, and Booking Reservation Solutions to over 2000 customers. H&L's head office is located in Adelaide, Australia, with offices in Sydney, Melbourne, Brisbane and Perth.

OUR COMPANIES

I THERMEON



Acquired	2018
Location	Redhill, UK
Niche	Car Rental Management
Description	Thermeon is a global industry-leading car rental software solutions provider headquartered in the UK with regional offices in the United States and Australia. For over 40 years, Thermeon has been a source of knowledge and best-practice in the car rental industry, delivering high-quality vehicle hire systems that help both global and independent businesses to maximize revenue and drive sales. CARS+ provides the tools to manage the rental process from quotation and accounting to signature capture and credit card processing.

I BLUEBIRD



Acquired	2018
Location	Dover, New Jersey, USA
Niche	Car Rental Management
Description	Bluebird Auto Rental Systems is a leading provider of software for the vehicle rental and dealership service loaner industry since 1982. Bluebird's auto rental application, RentWorks, is used around the world to effectively manage the efficiency and profitability of any size vehicle rental operation. Bluebird established itself as an industry leader in car rental software not only because it delivers a quality product, but also because they pride themselves on giving each of there 550+ clients the best possible customer service.



OUR COMPANIES

I DOCKMASTER



Acquired 2017

Location West Palm Beach, Florida, USA

Niche Marina Management Software

Description Founded in 1983, DockMaster has been a pioneer in the marina software industry for more than three decades. The company develops and markets a world-renown business management software for marinas, marine retailers, service centers & shipyards. DockMaster has led the way by developing top-of-the line technology, focused on helping marine professionals manage all aspects their business: inventory, marina management, financial management, sales, services management & lead management. DockMaster serves nearly 4000 users in 7 countries. It is used by over 650 marinas and facilitates the care of tens of thousands of vessels.

I NAVOTAR



Acquired 2021

Location Liberty Township, OH, USA

Niche Fleet Management System

Description Navotar has held a strong presence in the fleet management software industry for over a decade. Navotar uses the latest tech advancements to eliminate common issues in the car rental business. They have delivered industry leading car rental management software to business owners around the world, thanks to advanced technology, innovation and dedication from their committed staff.



OUR COMPANIES

■ CMS HOSPITALITY



Acquired	2018
Location	Pymble, Australia
Niche	Hospitality Solutions
Description	CMS Hospitality has been providing software systems to the hospitality industry since 1983. Its flagship product, GuestCentrix, has been designed to international standards and is used extensively by operators ranging from small hostels, hotels, ski resorts, island resorts and corporate hotels, to multi-property accommodation providers in the hostel and hotel segments. CMS Hospitality is headquartered in Australia with offices in New Zealand and the UK, which support GuestCentrix in over 25 countries.

■ NAVITRANS



Acquired	2019
Location	Kortrijk, Belgium
Niche	Transportation And Logistics
Description	Navitrans has been at the forefront of technology in its industry for more than 20 years and is a complete logistics software solution that was built for the industry and designed for logistic service providers who want to be ready for tomorrow's future. With extensive and easy-to-use functions for road transportation, sea and air freight, intermodal transport and public warehousing, Navitrans is one of the most complete logistics software programs on the market today.



OUR COMPANIES

I INTERDEV



Acquired 2021

Location Toronto, Ontario CA

Niche Emergency Services

Description Interdev Technologies designs software for Emergency Services and healthcare communities at large. Interdev ensures every level of an organization, from paramedics to road supervisors to managers to executives, always has access to relevant and compelling data. Think of it as a virtual organization – one that's completely turn-key.

I SOFTBRICK



Acquired 2021

Location Geldermalsen, Netherlands

Niche Workforce Management

Description Softbrick offers workforce management software solutions for the optimal use of staff members. Their solutions grow with organizations and future workforce management needs. With over 25 years of experience, Softbrick has shown that they are able to analyze specific needs and help organizations optimize their work processes and permanently improve results. They also have demonstrated the expertise to implement small (200 employees), large and complex projects in several European countries, the Dutch Antilles and Asia.



THE ASPIRE APPROACH



Fast

We pride ourselves on our ability to send out LOIs with a proper valuation within one week. In addition, our in-house legal, accounting, and due diligence teams make sure that we have the ability to go from LOI to closing within as little as 45 days.



Easy

Aspire is a creative and seller-friendly organization. Our main objective is to structure acquisitions in a way which fits with the selling organization's criteria; not the other way around. Our strong balance sheet enables us to conduct all cash transactions without the need for external capital.



Certain

Our dedicated M&A expertise and swift, modern processes enable Aspire to achieve a 95%+ close rate on all LOIs signed.

Because the decision makers of Aspire are involved in the day to day, getting a deal done can take as little as 30 days from start to finish. We can often give you an offer after the initial data request has been completed. Below is our four-step process:

Step 1: Intro call

Step 2: Data Request and Indication of Interest

Step 3: Data Request 2 and Letter of Intent

Step 4: 30-60 day due diligence followed by Closing Purchase Agreement



MEET OUR TEAM



MICHAEL ASSI

CEO, ASPIRE SOFTWARE

Michael Assi is the CEO of Aspire Software. Michael is responsible for developing the group-wide strategy while leading the executive team towards building a growth path for the organization. Michael holds a bachelor's degree in software engineering from Polytechnique, and a Master of Business Administration degree from HEC Montreal Business School.



JONATHAN THERIAULT

M&A MANAGER

Jonathan holds degrees in both Entrepreneurship and Finance from Babson College, in Massachusetts. In his role as M&A Manager for Aspire Software, Jonathan oversees the end-to-end process of Aspire Software's acquisition opportunities. He started his career at a boutique Investment Bank before joining the ranks of the National Bank of Canada's Technology Group on the Startup front. He later led the creation of an M&A arm for one of Montreal's most successful technology companies. Jonathan is an avid sport's fan who now prefers the Golf links to the cold ice-hockey arenas.

MEET OUR TEAM



MITCH BOURASSA

DIRECTOR, M&A INTEGRATION

Mitch holds an undergraduate degree in Finance and Accounting from the John Molson School of Business at Concordia University and proceeded to commence his career in the fast-paced industry of the bond market at one of Canada's prominent banks. After successful completion of his level 1 CFA exam, Mitch pursued his lifelong dream of physically working in a winery as well as earn his sommelier certificate before reverting to mergers and acquisition.



WE'D LOVE TO HEAR FROM YOU

Email us at info@aspiresoftware.com

