

TransactionWatch

*Weekly Newsletter For Payments Executives That Covers The Most Important
And Relevant Merchant Acquiring Deals And Activity*

*Week of:
May 9th – May 13th*

This report is based upon information considered reliable by The Strawhecker Group® (TSG), but the accuracy and completeness of such information is not guaranteed or warranted to be error-free. Information provided is as reasonably available, not to be deemed all inclusive. TSG assumes no obligation to update the content hereof. This report is subject to the terms and conditions of a separate license with recipient, is further protected by copyright under U.S. Copyright laws and is the property of TSG. Recipient may not copy, reproduce, distribute, publish, display, modify, create derivative works, transmit, exploit, or otherwise disseminate any part of this report except as expressly permitted under recipient's license with TSG. The Strawhecker Group (TSG) is not endorsed, sponsored by, or in any other way affiliated with any companies identified in this presentation. The trademarks of third parties displayed herein are the property of such parties, and, are provided merely for identification purposes. TSG claims no rights therein. This document has not been prepared, approved or licensed by any entity identified in this report.
© Copyright 2021. The Strawhecker Group®. All Rights Reserved.











Deal Activity Summary

May 9th – May 13th

This Week's M&A Overview

Table of Contents

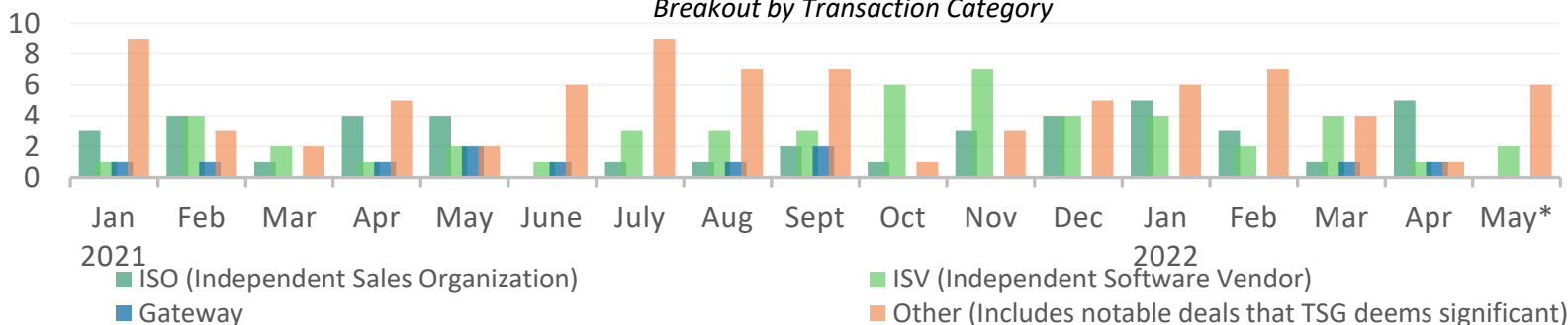
-  [Deal Activity Summary](#)
-  [B2B Payment Network](#)
-  [Historical M&A Tracker](#)
-  [Headline News](#)
-  [Partnership Activity](#)
-  [Management Changes](#)
-  [TSG Payments Index](#)
-  [TSG Buy/Sell Services](#)

A flurry of new acquisition announcements spring up this past week as activity picks up momentum across the payments industry. To start, Nets (which is now part of Nexi Group) has agreed to acquire the European-based POS provider orderbird for a reported value of approximately \$150 million. Nets has been a long-term partner and shareholder in orderbird through their Concardis subsidiary company. With this acquisition, orderbird will further strengthen its integrated payments offering and accelerate their growth in new and existing countries. On a related note, Blaze Solutions has announced its acquisition of the Canadian-based POS provider Greenline for an undisclosed sum. This acquisition enables Blaze to expand into the Canadian market and become one of a few cannabis software providers that operate in both the U.S. and Canada.

In other M&A news, KeyBank announced this week their acquisition of GradFin, a fintech firm specializing in student loan debt. This acquisition supports KeyBank's approach towards establishing key strategic relationships with various fintech providers across the industry. Separately, Checkout.com announced its intent to acquire the digital identity verification solution, ubble, for an undisclosed sum. This deal enhances Checkout.com's product suite by enabling their clients and eCommerce merchant base to better manage their financial risk when accepting payments. This acquisition is expected to close later this year.

2021 – 2022 YTD M&A Activity

Breakout by Transaction Category



*As of publication.

Note: TSG's selected M&A activity monitors specific markets relating to the acquiring industry and the general payments market.



B2B Payment Network

Navigating Through The B2B Payment Network

The B2B Payment Network has evolved significantly. Are you up to speed on the market opportunities currently available? TSG has proven results of helping clients [navigate the emerging B2B space](#). Whether starting new or improving the program you already have, there are critical questions you must ask.

LOOKING TO START A NEW AP PROGRAM?

- Do you know there is a simple way to start this program at **no cost to you**?
- Do you know how much **additional revenue** you could potentially be generating?
- Are you aware that you could **be reducing manual processes and costs**?
- Are you looking for a way to **improve reconciliation processes** for yourself and your suppliers?

DO YOU ALREADY HAVE AN AP PROGRAM?

- How **old** is your AP program?
- Are you **optimizing your returns**? Do you know you could potentially be leaving money on the table?
- The competition among AP Automation companies is aggressive when bidding for new business, **do you know how your program compares** against the industry?
- Are you looking to **exceed supplier acceptance targets**?

Whether you're looking to start a new program or improve your current accounts payable system, The Strawhecker Group is fully equipped to guide you through this initiative. TSG can help you partner with the right issuer to derive the most benefit from your program and maximize your ROI.

For more information, please email Info@thestrwegroup.com



Historical M&A Tracker

Transaction History: January 2022 – April 2022

Transaction Categories:



ISO
Independent
Sales Organization



ISV
Independent
Software Vendor



Gateway



Other
Includes notable deals that TSG
deems significant

Transaction Category	Buyer	Seller	Purchase Amount (\$ million)	Date
ISV	Nets	orderbird	\$150	5/12/2022
Other	Checkout.com	ubble	-	5/12/2022
Other	Huntington National Bank	Digital Payments Torana	-	5/12/2022
Other	PSCU	Juniper Payments	-	5/11/2022
ISV	Blaze Solutions	Greenline	-	5/10/2022
Other	KeyBank	GradFin	-	5/9/2022
Other	Shopify	Deliverr	\$2,100	5/5/2022
Other	LexisNexis	BehavioSec	-	5/3/2022
ISO	Nexa Equity	Choice Merchant Solutions	-	4/26/2022
ISO	Choice Merchant Solutions	Direct Payment Consultants	-	4/26/2022
Gateway	Payroc	Worldnet	-	4/21/2022



Historical M&A Tracker

Transaction History: January 2022 – April 2022

Transaction Category	Buyer	Seller	Purchase Amount (\$ million)	Date
ISO	Synovus Bank	Qualpay	- (Majority Stake)	4/21/2022
Other	MYPINPAD	SmartPesa	-	4/19/2022
ISV	Versapay	DadeSystems	-	4/18/2022
ISO	Advent International	MangoPay	- (Majority Stake)	4/6/2022
ISO	Payroc	Iroquois Merchant Services	-	4/4/2022
ISV	Medius	OnPay Solutions	-	3/29/2022
Other	Papaya Global	Azimo	-	3/28/2022
Other	Apple	Credit Kudos	\$150	3/23/2022
ISV	Razorpay	IZEaliant Technologies	-	3/16/2022
ISO	Exela Technologies	Corduro	-	3/14/2022
Gateway	North American Bancard	PayTrace	-	3/8/2022
ISV	PPRO	Alpha Fintech	-	3/8/2022
ISV	Fleetcor	Levarti	-	3/3/2022
Other	Shift4	Finaro	\$575	3/1/2022
Other	Shift4	The Giving Block	\$300	3/1/2022
Other	Zip	Sezzle	\$356	2/27/2022
Other	Evertec	BBR	\$60	2/24/2022



Historical M&A Tracker

Transaction History: January 2022 – April 2022

Transaction Category	Buyer	Seller	Purchase Amount (\$ million)	Date
Other	TreviPay	Baton Financial Services	-	2/23/2022
ISV	Chargebee	Numberz	-	2/23/2022
ISO	DNA Payments	First Payment Merchant Services	-	2/15/2022
ISV	BillTrust	Order2Cash	-	2/15/2022
Other	Madison Dearborn Partners	MoneyGram	\$1,800	2/15/2022
Other	FIS	Payrix	-	2/14/2022
ISO	DNA Payments	Card Cutters	-	2/9/2022
Other	Fiserv	Finxact	\$650	2/7/2022
ISO	Paylance	Secure Payment Systems	-	2/2/2022
Other	DNA Payments	Kwalitas	-	2/1/2022
ISV	Trust Payments	WonderLane	-	1/31/2022
ISO	Till Payments	ZIPs	-	1/27/2022
ISO	Paystone	Canadian Payment Services	-	1/26/2022
Other	JP Morgan	Viva Wallet	- (49% stake)	1/25/2022
Other	Stripe	BBPOS	-	1/21/2022
Other	Plaid	Cognito	\$250	1/20/2022
Other	Paya	VelocIT	-	1/19/2022



Headline News

May 9th – May 13th



Embedded Payments Leader Infinicept Raises \$23M to Accelerate Software-led Payments

[GlobeNewswire](#) | [May 11th, 2022](#)

Infinicept, a leading provider of embedded payments, today (May 11th) announced a \$23M growth equity round led by SVB Financial Group (SVB), the financial partner of the innovation economy and parent of Silicon Valley Bank, and Piper Sandler Merchant Banking, with participation from existing investors, including MissionOG. The new capital will help the company to further innovate, grow and meet rising demand for its embedded payment operations (PayOps™) platform.



Jack Henry prowls for acquisitions

[PaymentsDive](#) | [May 12th, 2022](#)

Payments technology services company Jack Henry & Associates is aiming to revive its hunt for acquisitions this year, with lots of newly discounted targets thanks to the public stock market's downturn. Jack Henry CEO David Foss gave that outlook last week while he was discussing the Monett, Missouri-based company's quarterly earnings report. "I'm pretty optimistic on calendar (year) '22 as a year where Jack Henry can get back into the game, as far as M and A," Foss said on the May 4 conference call with analysts, referencing mergers and acquisitions.



Thoma Bravo Completes Acquisition of Bottomline

[GlobeNewswire](#) | [May 13th, 2022](#)

Bottomline Technologies, a leading provider of financial technology that makes complex business payments simple, smart and secure, today (May 13th) announced the completion of its acquisition by Thoma Bravo, a leading software investment firm, in an all-cash transaction valued at approximately \$2.6 billion. The transaction was previously announced on December 17, 2021 and approved by Bottomline stockholders at the Special Meeting of Stockholders held on March 8, 2022.



Partnership Activity

May 9th – May 13th



Adyen expands global partnership with Afterpay

[PR Newswire](#) | May 9th, 2022

Adyen, the global financial technology platform for leading businesses, today (May 9th) announced it has expanded upon its partnership with one of the leaders in Buy Now, Pay Later (BNPL), Afterpay Limited. Afterpay is working with Adyen to process payments across key markets including Australia, New Zealand, Canada, Europe, U.S., and the U.K. to support the company's global growth and momentum. Adyen's global reach and focus on enterprise businesses as an acquirer provides Afterpay with the capability needed for its fast growing business.



American Express Teams Up With Versapay To Create More Efficient Accounts Receivable Experience for Suppliers and Buyers

[Versapay Press Release](#) | May 10th, 2022

American Express and Versapay, the leader in Collaborative Accounts Receivable, today (May 10th) announced a new agreement to provide suppliers who utilize the functionality of American Express virtual cards with access to Versapay's world-class collaborative accounts receivable (AR) network of buyers and suppliers.

Other Notable Partnerships:

- **Paysafe** forms a new global partnership with **Playtech** for iGaming payment solutions.
- **Fiserv** and **Exchange Solutions** team up on consumer loyalty and engagement capabilities for large enterprises.
- **Wirex** partners with **Visa** to launch a crypto-backed card and related services.
- **DNA Payments** selects **Signifyd** as their exclusive fraud protection provider.
- **Mollie** has been named as a **BigCommerce** Preferred Technology Partner.
- **FIS** teams up with **Treasury Prime** to launch an embedded finance tool.
- **Google** partners with **American Express** for advanced security in Chrome and Android.



Management Changes

May 9th – May 13th



PARK PLACE

Park Place Payments Names Former Fiserv Veteran Jeffrey Punzel As Chief Product Officer

Park Place Payments announced this week the appointment of Jeffrey Punzel as the company's new Chief Product Officer. Punzel brings more than 25 years of payments experience to Park Place and most recently served as Director of Product Management, Payment Gateways and ACH Payment Services at Fiserv. His background also spans across First Data, BluePay, ECI Software and more.

Date Announced	Company	Personnel	New Position	Previous Position
5/11/2022	Park Place Payments	Jeffrey Punzel	Chief Product Officer	Director of Product Management, Payment Gateways and ACH Payment Services at Fiserv
5/11/2022	PayNearMe	Lee-Anne Farley	Chief People Officer	Head of People at Omada Health
5/13/2022	Delta Payment Solutions	Stacey Wiles	CEO	Chief Operating Officer at Delta Payment Solutions



TSG Payments Index

Q1 2011 – Q1 2022

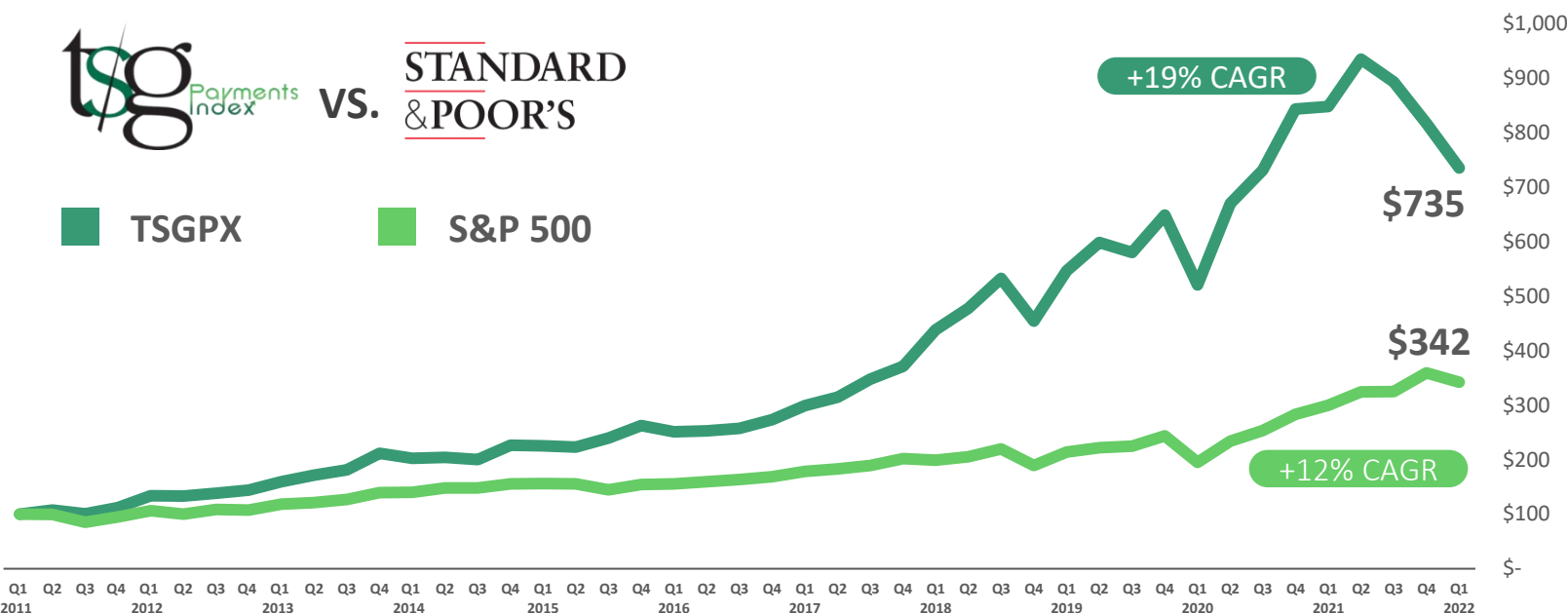
tsg Payments Index

VS.

STANDARD & POOR'S

TSGPX

S&P 500



Payments companies have been thriving in recent years and are becoming more valuable and profitable for the company and its investors. With strong earnings year after year, many payments companies are rapidly increasing their market capitalization and gaining the attention of additional stakeholders.

The chart displays the performance of a \$100 investment in an index of selected payments companies which represent the "TSG Payments Index" – this index is calculated on a value weighted basis using market capitalization and is compared to the S&P 500 which is also calculated using the same methodology. **A \$100 investment in the TSGPX in Q1 2011 would be valued at approximately \$735 in Q1 2022, as compared to \$342, if invested in the S&P 500.**

On average, payments companies grow at a compounded rate that is **7% higher** than that of the industry average. This growth rate is more than double of the industry average and represents the attractiveness of the payments market. The Payments Index is depicted to portray the growing nature of the payments market and hints at where this market is headed in the coming years.





TSG Buy/Sell Consulting Services

Buy-Side

- Buyers use TSG's due-diligence subject matter experts for support on a variety of key decision criteria can affect the value of the property. TSG assists buyers by acting as their advisor as they evaluate the financial value, benchmarking key performance metrics, determine risk, and evaluate the value of any technology assets.

Sell-Side

- The key factor in a successful asset sale is understanding the true value of your enterprise. Value is defined as the "amount a buyer is willing to pay." TSG has a pulse of the market and performs an extensive evaluation of value drivers to ensure potential "sellers" understand the value of their company in the marketplace – prior to starting the sales process. In addition, buyers can use the data to assess offers that have been received for an accurate and fact-based assessment of the offer.

Private Equity

- TSG can help private equity firms understand the landscape before investing and can build a market analysis to determine which investment is the best fit to create the highest ROI. TSG provides investors and financial institutions with the documented valuation information needed to support funding events.

Restructuring & Re-Capitalization

- TSG can facilitate strategic exercises to help forge a new path ahead and can help with implementation of a new structure to ultimately maximize the value and performance of the entity.

30+

ACQUISITIONS
AND INVESTMENT
TRANSACTIONS



250+

COMPLETED
PAYMENTS CO.
VALUATIONS



8 of 12

OF THE LARGEST
PAYMENTS TRANS
IN THE LAST YEAR



\$10-100M

TYPICAL DEAL
RANGE





TSG Buy/Sell Consulting Services

TSG Has Advised For Many Leading Companies in the Payments Industry

GI PARTNERS

on its
investment in

Rectangle
HEALTH

WesBanco

In a debit card
sponsorship
portfolio sale to

PB&T BANK
Local People Making Local Decisions Since 1889

payroc
STABILITY IN
PAYMENTS

In the
acquisition of

 **Integrity**

CLARUS
MERCHANT SERVICES

In the
acquisition of

 **NAMS**

PARthenON
CAPITAL PARTNERS

In the
acquisition of

NXGEN
& **pay**scape®

 **POS PROS**
POINT OF SALE ADVISORS

In its
sale to

Paysafe:

**Goldman
Sachs**

On their funding
event with

Newtek
"The Small Business Authority"

**Goldman
Sachs**

On their funding
event with

 **Bluefin**
Payment Systems

 **PIVOTAL**
PAYMENTS

In the
acquisition of

 **CAPITAL**
PROCESSING NETWORK

 **Bregal**Sagemount

In due diligence support
of its investment into

 **YAPSTONE**
POWERING PAYMENTS

Terrapin
Financial Services, LLC

In its
sale to

 **BluePay**

sage

In a merchant portfolio
purchase from

 **Heartland**
PAYMENT SYSTEMS®

 **PRIORITY**
PAYMENT SYSTEMS

In its
merger with

 **cynergydata**

Mutual of Omaha Bank

On the organization of
its joint venture with

 **First Data.**

 **SIG**
SUSQUEHANNA
GROWTH EQUITY, LLC

On their
investment in

PaySimple®

CAYAN

In the
acquisition of

CPS
CARD PAYMENT SERVICES

 **Shift4**
PAYMENTS

In its
sale to

 **LIGHTHOUSE**
NETWORK

talus
pay

In acquisition of the
operation assets of

 **PROLIFIC**
BUSINESS SOLUTIONS

 **BluePay**

In the
acquisition of

Primax
Defining Card Processing

KeyBank

On their joint
venture with

 **Elavon**



Payments Experts. Powerful Data.
THE STRAWHECKER GROUP®

ANALYTICS + CONSULTING

The Strawhecker Group (TSG) is a fast-growing analytics and consulting firm. The company serves the entire payments ecosystem, from fintech startups to Fortune 500 companies. The firm provides its clients with advisory services, research and analytics to help them plan and execute their strategic initiatives. Based in Omaha, a recognized payments industry hub, TSG is an established leader in this high-growth, ever-evolving space.

