



New Partnership Provides Important Capability Enhancement for Merger & Acquisition Success

BOSTON and DALLAS, May 24, 2016 [Midaxo](#), the leader in [mergers & acquisitions \(M&A\) software](#), and M&A Partners, a leading consulting firm that helps companies build internal M&A capabilities, announced today the formation of a strategic partnership to provide a content-rich M&A software platform for their joint customers.

Numerous studies over the last 20 years have shown that 50-80% of all M&As fail to achieve their expected value. M&As are difficult, challenging, high-risk, and are definitely *not* business as usual. "M&A is not a core competency in most organizations and yet, to achieve significant growth it is often a business imperative. Only through a strong foundation of internal M&A capabilities can companies achieve consistent and reliable M&A success. This partnership brings together the best M&A frameworks, processes, methodologies, tools, templates, and seasoned M&A advisors with the best digital M&A platform," states Mark Herndon, President of M&A Partners.

M&A Partners will deploy and support Midaxo client instances by collaborating with internal M&A teams to customize a comprehensive M&A lifecycle framework based on their best-in-class MergerMax™ Value Creation Map.



"To strengthen their institutional M&A capability with technology, best practice acquirers are shifting from a jigsaw puzzle of disparate applications, such as VDRs and project management, to Midaxo to drive their M&A from deal identification through integration. We are excited to work with M&A Partners, who shares our passion for this end-to-end view and for developing customers' own M&A proficiency. M&A Partners brings tremendous intellectual strength, accumulated best practices, and practical experience – now generating even more client value by running on the Midaxo platform. Our shared goal is to help our customers to do better deals, lower risk, integrate more effectively, and capture synergies quicker," noted Ari Salonen, Midaxo's President.

In the M&A Partners survey, "[The State of M&A Integration Effectiveness](#)," acquirers using comprehensive M&A best practices, such as the purpose-built M&A software from Midaxo, have demonstrated as much as a 65% greater likelihood of achieving a variety of successful business result measures such as cost reduction synergies and minimizing value erosion, when compared to those acquirers that do not use the same M&A best practice methods. "By developing an internal M&A best practice lifecycle framework and playbook, organizations are able to leverage the Midaxo digital M&A platform to gain substantial improvements in the value realization of every deal," added Bob Worner, Software Solutions Lead for M&A Partners.

Midaxo's cloud-based M&A platform is the only easy-to-use and highly configurable solution for managing the entire M&A transaction lifecycle. With Midaxo, buy-side M&A professionals from some of the world's leading companies have achieved complete transparency and control to make well-informed decisions, avoid risks, and quickly capture merger synergies. Midaxo has well-known customers in the U.S. and Europe, and seeks continued growth in the Americas. Under terms of the partnership, M&A Partners will deploy and support Midaxo client instances by collaborating with internal M&A teams to customize a comprehensive M&A lifecycle framework based on their best-in-class MergerMax™ Value Creation Map.

To learn more about how M&A Partners and Midaxo can increase your M&A team's M&A competency, register for their joint webinar, "[How to Get Good at M&A: Empowering Your Internal M&A Capabilities](#)," to be held on Wednesday, May 25 at 11am EDT.

About Midaxo

Midaxo is a global provider of an award-winning cloud-based platform that helps companies easily systematize and run their M&A and other complex management processes. Easy-to-use and highly configurable, Midaxo enables M&A professionals to manage their activities from deal sourcing and valuation through transaction and integration. With Midaxo, some of the world's largest companies, including HPE, Nokia, Philips, and Danfoss, enjoy complete visibility and control over critical M&A activities - and can quickly make well-informed decisions, avoid risks, and capture merger synergies. The company's North American business, Midaxo, Inc., is located in Boston, Mass.

About M&A Partners

Founded in 1999 with a commitment to discover, adapt and deploy M&A integration best practices for clients across all industry sectors, M&A Partners is the exclusive integration services sponsor of the M&A Leadership Council (macouncil.org). M&A Partners is comprised of senior executives with years of M&A experience – buying, selling, integrating and divesting. Senior partners have directly led or supported hundreds of M&A assignments of all types from a few million dollars to more than \$13 billion in transaction value. According to a Business Week study of 302 mergers over a five-year period, M&A Partners generated the highest shareholder returns (86%) in the study.

Midaxo contact: Ana Hasbun

+1 646-583-1577 (US)

+358 442 713 327 (EMEA)

<http://www.midaxo.com>

M&A Partners contact: Mark Herndon

+1 855-TO-ACQUIRE (855-862-2784)

<http://www.mapartners.net>

