



For more information about this transaction, or with questions about how we can assist you or your clients, please contact the following First Analysis representatives:

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First Analysis Acted as the Exclusive Financial Advisor in the Sale of Club Automation

CHICAGO – January 30, 2018 – First Analysis Securities Corp. (“First Analysis”) acted as the exclusive financial advisor in the sale of Club Automation LLC (“Club Automation” or the “Company”), a leading provider of web-based member management software for gyms and health clubs. First Analysis provided advisory expertise to Club Automation throughout the transaction, including preparation, positioning, due diligence and negotiation.

The Company was acquired by Daxko Inc (“Daxko”), a portfolio company of GI Partners. Club Automation is the second software platform sold by First Analysis to Daxko and will enable the combined company to build upon its leadership position in both the for-profit and non-profit sectors by offering the leading software platform in the industry.

Co-founder Max Longin said, “The First Analysis team is one of the most knowledgeable and forward-thinking teams I had the pleasure of working with. Throughout the process, Josh and Rick have been reliable advisors that always provided thoughtful insight on what’s going to come next and what to expect. Our deal team understood and empathized with the emotional process founders and first-time sellers go through from the first time we met and maintained their commitment to us as clients all the way through closing. I couldn’t be happier with the choice we made in First Analysis.”

Headquartered in Bannockburn, IL, Club Automation is the leading provider of health club management software. Originally designed as a tennis scheduling tool, the Club Automation solution set has expanded into a comprehensive front desk, CRM, billing, payroll, scheduling, text messaging and reporting solution set. As a result of using the solution, health clubs are better able to grow revenue, reduce costs, and engage both current and potential customers.

About First Analysis

Founded in 1981, First Analysis has a nearly four-decade track record of serving emerging growth companies and established industry leaders within its focused areas of domain expertise. Our investment banking practice leverages industry insights developed through our equity research and private equity activities to deliver value to clients across the life cycle of a business. Providing senior-level attention to every client, First Analysis offers superior execution across a comprehensive range of investment banking services, including M&A advisory, public equity and debt financing, and private equity placements.

For additional information about how the investment banking professionals at First Analysis Securities Corporation can help you, please visit our website, www.firstanalysis.com, or call us at (312) 258-1400.