

## First Analysis acted as the exclusive financial advisor to Miva for its strategic growth investment from Equality Asset Management



*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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**CHICAGO – Dec. 3, 2021** – First Analysis acted as the exclusive financial advisor to Miva in securing a significant growth investment from Equality Asset Management (EAM), a Boston-based growth equity firm. The terms of the transaction were not disclosed.

For more than 20 years, Miva has provided a flexible and modern e-commerce platform to retailers, wholesalers and distributors, equipping them with the tools and capabilities needed to scale their e-commerce operations. Miva's low total cost of ownership and high customer satisfaction ratings also continue to receive industry recognition, as customers unlock new sources of revenue on the platform.

"When we were preparing to go to market, we looked for an investment banker that would take the time to fully understand our unique business and help us unlock its full potential," said Rick Wilson, CEO of Miva. "First Analysis fit the bill perfectly and delivered an excellent outcome for Miva."

First Analysis focuses its advisory services on high-growth, entrepreneur-driven companies like Miva. The First Analysis team worked closely with the management team to optimally position the company and find the best partner to help Miva to continue to achieve its objectives. First Analysis was actively engaged throughout the transaction process, including preparation, positioning, investor coordination and contact, due diligence, and negotiation.

"First Analysis has been a true partner to Miva in this effort, beyond insights and great execution. Similarly, their process yielded a great partner to Miva in EAM for this exciting phase in the company's growth," said Lou Caballero, Partner at Bison Capital, an existing investor in Miva.

### About Miva

Miva offers a flexible, adaptable and scalable e-commerce platform that enables businesses to drive sales, maximize average order value, cut overhead costs and increase revenue. Miva has been helping businesses realize their potential for over 20 years by empowering retail, wholesale and direct-to-consumer sellers across all industries to transform their business through e-commerce.

### About First Analysis

Founded in 1981, First Analysis has a 40-year 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 research and investing 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 and growth financings.