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First Analysis acted as the exclusive financial advisor in PCMI's equity investment

CHICAGO – Jan. 20, 2021 – First Analysis acted as the exclusive financial advisor to PCMI Corporation in its first equity investment. PCMI is a leading provider of administration software for the automotive, consumer and industrial warranty and service management markets. The equity investment was led by Boston-based growth equity firm Equality Asset Management. Financial terms were not disclosed.

PCMI offers a modern suite of software solutions for policy administration, claims management, risk management and the financial management of insurance products. PCMI's customers include leading original equipment manufacturers, third party administrators, self-administrators and insurers who offer and manage warranties, service contracts and other finance and insurance products. Since inception, PCMI's software has been used to administer more than 50 million policies and process more than 23 million claims.

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

"We wanted to partner with an investment bank that was able to understand our unique business and concisely tell our story to the community of potential investors. First Analysis really listened to what our objectives were and worked as an extension of our team to secure the optimal partner. I would be thrilled to partner with First Analysis again," said Mark Nagelvoort, President & CEO of PCMI.

About PCMI

PCMI offers a modular package of software solutions for the administration of finance and insurance products, service contracts and extended warranties. PCMI's SaaS platform, PCRS (Policy Claim and Reporting Solutions), supports and automates the full lifecycle of all aftermarket products and provides the most flexible environment for administrators, insurers, original equipment manufacturers, agents and dealers to launch new products. Its global team enables continuous around-the-clock innovation and customer-focused support.

About First Analysis

Founded in 1981, **First Analysis** has a 39-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.