

BOIS CAPITAL

Tech Focused, Client Driven
Technology Investment Bank

Bois Capital Represents eCommerce Technology Platform Firm Edgcase in Its Acquisition by GroupBy, a leader in relevancy-focused eCommerce solutions

New York, June 12, 2017 - Bois Capital, a leading independent investment bank focused exclusively on the technology, ecommerce and telecoms sectors, today announced that its client, Edgcase, has been acquired by GroupBy, a leading provider of relevancy-focused eCommerce solutions and one of Canada's fastest growing technology companies.



Edgcase is a leader in eCommerce data enrichment, empowering eCommerce sites and brands with the enhanced product data and actionable insights necessary to improve product findability and relevancy - fueling an inspiring online shopping experience.

The acquisition marks the industry's first integration between an eCommerce search and merchandising provider with a data-driven product intelligence platform, creating the most comprehensive cross-channel digital commerce solution to-date.

This is the second eCommerce company that Bois Capital has successfully closed on the sell side in

past six months, following the April 2017 announcement of the sale of Israeli social eCommerce leader, Shopial, to Magento, the world's number one eCommerce platform. See: <http://bit.ly/2r67kMh>.

"Bois Capital was instrumental as our tech M&A banker in advising on the sale of Edgcase to GroupBy, one of Canada's fastest growing ecommerce technology companies. Leveraging its in-depth knowledge of ecommerce sector and senior level connections, Bois Capital prepared excellent positioning materials and were invaluable as they reached out to over 150 targets globally across quite a few sectors. Bois Capital delivered when it mattered the most, bringing unmatched alacrity and professionalism. I highly recommend Bois Capital for sell side M&A in the technology sector," said Susanne Bowen, CEO of Edgcase.

For GroupBy's press release on its Edgcase acquisition please see: <http://bit.ly/2rAZoWO>

For an article on the implications of the acquisition on the larger industry please see: [GroupBy Acquires Edgcase, Sets Sights on Market Leader Shopify](#)

About GroupBy Inc.

GroupBy Inc. transforms the way retailers interact with their consumers online through data-driven commerce, media, and knowledge management software solutions. The company supports the online retail efforts of many of the world's leading online retailers by driving more targeted site traffic and increases in

revenue through its platform Searchandiser. GroupBy's solutions provide industry-leading features for search, navigation, merchandising, search engine optimization (SEO) and search as you type (SAYT). Founded in 2014, GroupBy is headquartered in Toronto, Canada and has offices around the world. For more information, please visit www.groupbyinc.com.

About Edgecase

Edgecase empowers eCommerce sites and brands with the enriched product data and actionable insights necessary to improve product findability and relevancy – fueling an inspiring online shopping experience. Its powerful cloud platform brings together the best of machine intelligence and human curators to create, manage and optimize product attribute data at the scale, speed, and quality retailers demand. The power of Edgecase data is changing the game for retail and brand leaders such as Jos. A. Bank, Pier 1, Lancôme and Crate and Barrel.

Edgecase was founded in 2012 and is based in Austin, Texas. According to Crunchbase, Edgecase had raised \$15.5M in venture funding from notable investors including Austin Ventures. The team is comprised of passionate and innovative thinkers who know that company success is created through the powerful combination of unique technology, expertise and deep client relationships.

About Bois Capital

Bois Capital is a technology-focused independent investment bank that provides financial advice on significant M&A transactions. The Bois Capital team has extensive international corporate finance experience and international, senior level connections in the technology sector, including ecommerce, telco software, SaaS, cloud, IT services, digital media, wireless, networking, and big data/analytics.

Please visit www.boiscapital.com for information on our services and other transactions.

Contact us today to confidentially discuss your company's M&A objectives.

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