



Novatti Group Ltd (ASX:NOV) acquires Australian subscription billing software vendor Emersion Software Systems Pty Ltd

Specialist global digital transformation and monetization software M&A advisor Presser & Co act as buy-side advisor to Novatti (ASX:NOV) on their purchase of Australian subscription billing software vendor Emersion Software Systems Pty Ltd (**Emersion**), April 2020.

The Transaction

The business services team of Presser & Co, led by founder and managing director Trevor Presser provided advice to Novatti Group Ltd (**Novatti**) on its purchase of subscription billing software vendor Emersion Software Systems Pty Ltd (**Emersion**).

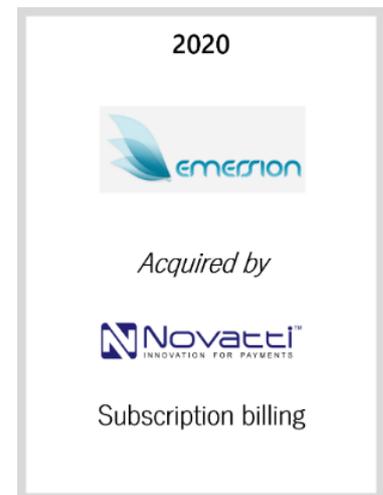
Managing Director of Novatti, Peter Cook noted, "Despite challenges within the global economy, Novatti is steadfast in its plan to create long-term value for its shareholders by delivering on its growth-focused strategy. The acquisition of Emersion does this by strengthening Novatti's existing capabilities to digitise payment and subscriber management services, while also expanding its recurring revenue and loyal customer base."

Emersion's Founder and CEO Paul Dundas commented, "Emersion helps businesses engage with their customers, integrate systems and automate business processes including signup, ordering / provisioning, billing, rating usage all with embedded payment.

The combined product offering will empower the broader sales teams to have dynamic weapons to take to market and help businesses automate through Covid-19, ensuring they can collect payment, and accelerate their recovery thereafter. Most of our clients have reported continued growth, through the early part of 2020, as we service essential services business, and all of our clients are benefiting from our as-a-service commercial model."

Presser & Co founder Trevor Presser noted "with a pandemic rapidly redefining our world, devising and building a digital business model and successfully taking it to market is now mandatory not only for managed services providers, utilities, telcos and banks, but for all industries and sectors. Emersion's product-line is designed and built as a cloud native application, leveraging Amazon Web Services microservice architecture and integrating, in the cloud, with popular cloud services providers such as Salesforce.com in CRM and Xero in accounting.

Presser & Co acted as the buy-side advisor to Novatti. Financial details of the deal can be found [here](#).



About Novatti Group Limited (ASX:NOV)

Novatti is a leading digital banking and payments company. Through innovative technology, Novatti positions its customers to thrive in the growing cashless economy. Novatti's transaction processing services include Flexepin, an open-loop cash voucher service, Flexewallet for remittance and compliance services, Chinapayments.com for bill payment services and Vasco Pay for the issue of reloadable Visa cards.

Novatti subsidiary Flexewallet Pty Ltd holds an Australian Financial Services Licence No 448066 and is registered with AUSTRAC as a Remittance Network Provider. Novatti subsidiary Novatti IBA Pty Ltd has applied to APRA for a RADI licence. Novatti's software solutions include Consumer Digital Wallets, Branchless Banking, Mobile Money, Bill Payments, Remittance Services and Voucher Management Systems.

About Emersion Software Systems Pty Ltd

Emersion is a leading provider of customer engagement, payment, provisioning and subscription billing solutions to managed services providers (MSP's), independent software vendors (ISV's), system integrators (SI's), utilities and telcos in Australasia. Emersion helps businesses engage with their customers, integrate systems and automate business processes including signup, ordering / provisioning, billing, rating usage and ultimately collect payment. Emersion integrates diverse business systems including CRM's, professional services automation (PSA) and configure, price, quote (CPQ) tools, accounting, payment gateways, suppliers, vendors and internal systems.

We integrate to over 70+ vendors and have 400+ supported service types. We empower teams to work remotely and securely, helping them create efficiencies and improving profitability, while reducing the resources needed to onboard and support customers. This means that manual and time-consuming processes like subscription billing, invoicing, payment processing, collections and reporting can be automated. This increases the amount of resources available in a business to focus on customer engagement, and results in a better customer experience, as well as increased business profitability.

The Advisors

Novatti shareholders were advised in the transaction by Trevor Presser, Franz Kiel and Karla Ridgwell from Presser & Co, a global digital transformation and monetization software M&A boutique, based in Melbourne, Australia.

The Presser & Co private advisory buy-side practice is focused on ways to enhance our client's growth and value. With un-paralleled knowledge of the global digital transformation and monetization software vendor community, who serve energy, telecommunications, financial services and managed services provider markets, and un-rivalled c-suite access, Presser & Co's buyside services, including M&A strategy, identifying unique parenting advantage skills, first-time dealflow identification and approach, early negotiation, due diligence and closure services, can help our help clients mitigate potential risks and achieve their strategic objectives.