

## Presser & Co Advises Novatti on Sale of Emersion Systems to CPG Equity

Melbourne, Australia 3<sup>rd</sup> of September, 2025 - Presser & Co is pleased to announce that it has acted as exclusive financial adviser to Novatti Group Limited (ASX: NOV) on the sale of its subsidiary, Emersion Systems Pty Ltd, to CPG Equity Pty Ltd in a transaction that marks a significant milestone for all parties involved.

Emersion Systems, [www.emersion.com](http://www.emersion.com), is a leading billing and customer management software platform serving managed service providers and telecommunications businesses. Its sale follows Novatti's strategic review of non-core assets, with CPG Equity now well-placed to guide Emersion through its next stage of growth. CPG Equity brings deep sector expertise, with strong roots in the managed service provider industry through its founders' connection to Virtual IT Group and through portfolio member PIA.ai, an ai-led automation platform serving over 500 MSPs, empowering them with improved efficiency, faster ticket management, and elevated customer service.

This transaction further reinforces Novatti's commitment to its core payments solutions strategy, enabling the company to concentrate capital and management attention on building shareholder value through innovative new payment offerings including digital settlement assets such as AUDD.

### Reinforcing Presser & Co's SaaS, Enterprise Software Expertise & Leadership

The transaction also highlights Presser & Co's market-leading track record in SaaS and enterprise software M&A, with a particular focus on billing and subscription-driven platforms. As the subscription economy continues to transform how enterprises generate predictable, recurring revenue, investor appetite and strategic consolidation in this sector remain exceptionally strong.

Over the past decade, we have advised founders, boards, and investors across the energy, telco, and enterprise software ecosystems - leveraging our world-leading buyer and investor network to deliver standout outcomes.

For owners of enterprise software businesses, this transaction underscores why Presser & Co is regarded as Australia's pre-eminent M&A adviser in the subscription and billing software sector.



## Acknowledgements

We extend our sincere thanks to:

- Mark Healy (CEO, Novatti Group) and Hayden Vowell (CFO, Novatti Group) for their leadership and commitment throughout the process.
- Paul Dundas (CEO, Emersion Systems) for his dedication to ensuring a smooth transition.
- Steve Papadouploos of Milcor Legal, who provided expert legal counsel to Novatti.
- Karla Ridgwell (Associate Director, Presser & Co), whose managed the Presser & Co deal team to drive the successful execution of the transaction.

## Looking Ahead

At Presser & Co, we are passionate about helping software founders and shareholders realise value. With an unparalleled global contact buyer base in enterprise billing and subscription software, we invite business owners to contact us for a confidential discussion about their own strategic options.

## About Presser & Co

Presser & Co is a specialist M&A boutique with deep expertise in SaaS and enterprise software transactions. We provide hands-on, founder-focused advice, leveraging global networks to deliver exceptional outcomes.

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