120 Regent Street, London W1B 5FE
T +44 (0)20 7730 1200
www.strata-partners.com

PRESS RELEASE 4th April 2024

Strata Partners advises Intelligent Reach on its sale to Searchspring

Strata Partners is delighted to announce that acted as exclusive corporate finance adviser to Intelligent Reach, the UK based full-service data feed management software provider on its sale to Searchspring, the US based provider of ecommerce site search, product merchandising and ecommerce personalisation.

Intelligent Reach was backed by SEP, the technology focused growth investor. Its software empowers mid-market and enterprise merchants by curating their product data to optimise for distribution across more than 1,500 advertising channels, shopping sites and marketplaces by managing product data effectively, integrating it across platforms and syncing orders with existing systems to streamline operations. The platform reduces the time it takes a brand, retailer or agency to access new channels to days rather than weeks. It streamlines operations, accelerates entry to new markets, manages the complexity of marketplaces and social commerce, and increases return on ad spend (ROAS).

From its headquarters in San Antonio, Texas, Searchspring provides a global ecommerce search and personalisation platform that has been providing merchants with powerful, proven product discovery and shopping experiences since 2007. Purpose-built for ecommerce, merchants use the Searchspring platform to facilitate better product discovery through semantic site search capabilities and flexible product merchandising, which includes business rules as well as AI-driven campaigns. The Searchspring personalisation suite further helps to get the right product to the right shopper at the right time.

About Intelligent Reach

Intelligent Reach is a complete, intuitive product marketing platform that enables leading brands, retailers and digital agencies to increase revenues through optimised product data in the era of connected commerce. The platform allows companies to extend their sales reach seamlessly to more than 1,500 shopping channels and marketplaces, improving product visibility and performance via continuous experimentation, optimisation and testing. Intelligent Reach is the product of choice for numerous world-class companies including Asics, HP, Ricard, Black and Decker, Seraphine, Burberry, Helly Hanson and Clarins. Intelligent Reach has over 70 employees and has offices in London and Melbourne. Learn more about Intelligent Reach by visiting www.intelligentreach.com.

About Searchspring

Searchspring is the leading global ecommerce search and personalisation platform that enables merchants with powerful, unique, proven product discovery and shopping experiences since 2007. Companies such as Chubbies, Arhaus, Mattel, Moen, Fabletics, Peet's Coffee, SKIMS and West Elm trust Searchspring to increase cart size, conversions and repeat customers through enhanced

search, merchandising and personalisation technology. Searchspring is a remote-first organisation with offices globally, including San Antonio, Denver, Portland, Toronto, London and Sydney. Learn more about Searchspring by visiting www.searchspring.com.

About Strata Partners

Founded in 2002, Strata Partners is an independent corporate finance partnership headquartered in London that provides buy side and sell side mergers & acquisitions advice and capital raising services to technology and science-enabled businesses across the globe. Learn more about Strata at www.strata-partners.com.

For more information, please contact:

Alistair Armstrong-Brown, Partner
alistair.armstrong-brown@strata-partners.com

Robert Lees, Partner
robert.lees@strata-partners.com

Anthony Chow, Partner
anthony.chow@strata-partners.com