



Harren Equity Partners platform company Velosio acquires BroadPoint

CHARLOTTESVILLE, Virginia, January 21, 2021 – Harren Equity Partners, a private equity firm dedicated to the lower middle market, is pleased to announce that Velosio, LLC, (“Velosio” or the “Company”), an information technology services platform acquired by Harren in February 2019, has completed a strategic acquisition of BroadPoint, a Microsoft Gold Certified Partner specializing in business applications for not-for-profits, manufacturing, professional services, and field service industries. This strategic acquisition expands Velosio’s delivery capabilities with the addition of almost 50 experienced sales, technical, and delivery resources with expertise helping not-for-profit and industry clients leveraging Microsoft business applications to transform their business. Velosio is a portfolio company of Harren through its third fund, Harren Investors III, with aggregate commitments of \$275 million.

“The BroadPoint team is extremely pleased to be joining Velosio,” said Lee Raesly, CEO of BroadPoint. “With Velosio’s over 30 years’ experience, now further complemented with the tenure of the BroadPoint team, I am confident that Velosio will provide the opportunity for our employees to reach new levels of success. With our collective expertise, I am excited to provide BroadPoint clients with increased scale and cloud expertise.”

“This acquisition is a great example of Velosio’s energetic plans to grow our business,” said Joseph Longo, President and CEO of Velosio. “BroadPoint and Velosio have had a great working relationship for many years. Now with the BroadPoint team part of Velosio, we not only accelerate our industry footprint, helping businesses realize value faster through expert delivery of business solutions and cloud technologies, but also add more great people to Team Velosio. We see strategic business combinations with partners like BroadPoint as a win-win where not only does Velosio continue to strengthen its service offering and talent base, but we can provide a larger opportunity for their employees to further their own professional development and training while delivering even more value to their existing clients and together, our future clients.”

Lee Monahan, Partner at Harren Equity Partners, commented “The acquisition of BroadPoint will strengthen Velosio’s Microsoft Dynamics footprint in the eastern US and adds depth to our vertical IP accelerating our focus on the manufacturing, not-for-profit and professional services industries. We enthusiastically welcome the professionals at BroadPoint to the Velosio family.”

Velosio is a leader in deploying business applications through the cloud and delivering unparalleled client experiences. One of the largest Microsoft partners in North America, Velosio supports the entire Microsoft Dynamics portfolio, Office 365 family and Azure services. The solutions portfolio includes ERP, CRM, Productivity, Business Intelligence and Power Platform, and extends to NetSuite and Sage. Velosio is the only

Indirect Cloud Service Provider (ICSP) specializing in Dynamics 365 and is a prominent Microsoft Master VAR. Headquartered in Columbus, Ohio, Velosio serves over 4,000 clients from more than 40 offices in the US and Canada. For more information on Velosio, visit Velosio.com.

Harren Equity Partners is a Charlottesville, Virginia based private investment firm dedicated to the growth and development of industry-leading companies through the creation of strong partnerships with outstanding management teams. Harren's unique approach focuses on operational excellence and insightful strategic analysis, rather than financial engineering. The principals of Harren have significant operating experience and work closely with portfolio company management teams to continue to grow companies and improve profitability. Harren focuses on investment opportunities in the lower middle market, defined as companies with \$20 million to \$200 million of annual revenue in a broad range of industries. For more information about the Velosio / Broadpoint transaction please contact Lee Monahan at ljm@harrenequity.com. For information or business opportunities regarding Harren, please visit www.harrenequity.com or contact George McCabe at gmccabe@harrenequity.com.

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