

CASE STUDY

PROJECT GEORGIA– 2024

HELP IS HERE.

G2 Capital Advisors is a different breed of financial advisory firm. We strategize around long-term growth and success, and that's how we create tailor-made operational, financial, and transactional **solutions for our corporate and investor clients.**

Our team is uniquely qualified to assess potential strategic alternatives, develop comprehensive restructuring plans, and execute alongside management teams to **maximize value and recoveries for all stakeholders.**

G2 provides financial sponsors, lenders, or other key stakeholders with a **quick and thorough assessment of the state of a business**, detailing financial or operational business realities and charting a customized course forward.

SITUATION:

Georgia (or the “Company”) is the developer of an account-based marketing (ABM) platform designed to drive scalable, targeted marketing outcomes. The company’s software empowers business-to-business (B2B) marketers by leveraging data from customer relationship management (CRM) systems to orchestrate multi-channel digital advertising campaigns. This enables marketers to engage decision-makers across multiple touchpoints, accelerating marketing and sales pipeline velocity at scale.

01 Challenge

The Company faced headwinds in customer retention, which resulted in Annual Recurring Revenue (ARR) declines, driven by evolving market dynamics and challenges within broader MarTech sector, particularly in B2B-focused ABM. These pressures were further impacted by the complexities of aligning recent acquisitions with core offerings in a rapidly changing industry landscape.

02 G2 Work

G2 Capital Advisors (“G2”) was engaged by the Company’s Lender to conduct a Phase 1 assessment in coordination with the Company’s sponsor. Following the initial engagement, G2’s role expanded to advise on a range of strategic alternatives. After careful analysis, the parties pursued a complex merger transaction with an industry peer.

03 Impact & Solution

G2 provided strategic counsel through every step of the merger process, navigating the intricacies of deal structuring and facilitating alignment among key stakeholders, including both strategic companies and the Lender. The transaction resulted in a significant equity infusion and positioned the Lender for continued participation in a newly consolidated and financially stable entity.

Ben Wright, Chief Operating Officer of G2 added, “This outcome underscores G2’s ability to deliver value in highly nuanced and challenging situations. Our team worked diligently to structure and execute a transaction that provided a sustainable financial future for the Company while protecting the interests of all stakeholders. We’re proud to have played a pivotal role in this transformative merger.”

Providing clients with corporate restructuring and a clear path to long term operational stability.

WHY G2.

We know the market.

G2's team of experienced operators possess a wealth of business knowledge capable of lending comprehensive insights in an array of challenging business scenarios.

We are cost effective.

G2 can complete an assessment in as little as three weeks and is a cheaper alternative for the client due to our blending of capabilities.

We support creditors and debtors.

G2 can perform assessments for parties on both sides of the capital structure.

We have experience.

G2's team of experts has completed over 50 individual assessments.

KEY FINDINGS:

High churn, low new bookings, and no clear path to reduce costs without impacting service left the Company in need of a strategic partner.



G2 SOLUTION:

Negotiated Forbearance & Sale Acceleration

G2 structured a forbearance agreement with clear milestones to accelerate the sale process, ensuring stakeholder accountability and maintaining operational stability.

Limited buyer interest resulted in a stalled sale process.



Strategic Bid Positioning

G2 used the Lender's leverage to create support for a merger with more favorable terms.

Diverging perspectives from the many stakeholders created a tense negotiating environment.



Direct Lender Engagement

G2 and the client engaged directly with the lender of the merger partner, building trust and presenting a unified front in negotiations.

The merger experienced delays as the multi-party environment hindered progress.



Independent Oversight & Process Acceleration

G2 facilitated an independent director being appointed which increased governance oversight.

Feel free to reach out to learn more about the approaches we are using across the 70+ clients we are actively servicing across our industries of focus.

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