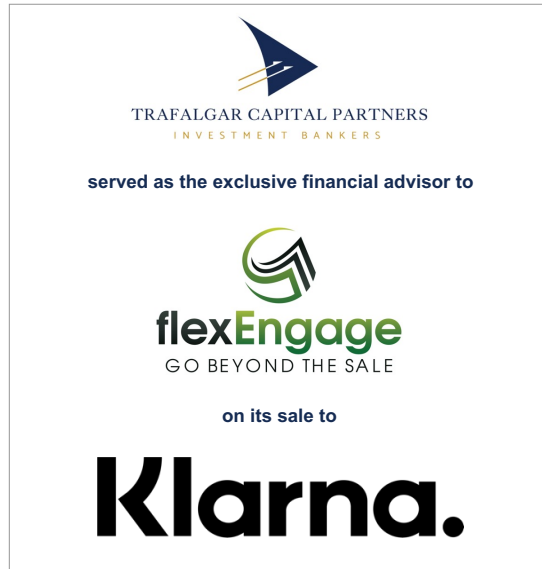


# Trafalgar Capital Partners Transaction Announcement

flexEngage, Inc. was acquired by Klarna Holding AB  
Trafalgar Capital Partners served as the exclusive financial advisor to flexEngage, Inc.

## Transaction Summary



- On April 15, 2022, flexEngage, Inc. ("flexEngage"), a Consumer Analytics and Digital Marketing SaaS company, was acquired by Klarna Holding AB ("Klarna").
- The acquisition gives Klarna access to flexEngage's deep portfolio of digital receipts products. flexEngage also helps Klarna expand into the US, the largest consumer retail market in the world.
- flexEngage will now have the platform to expand into the in-store technology sector and scale their products and services across Klarna's 400,000 retailers.
- "Frantz and team were very easy to work with. Being our first time going through an exit, they guided us through their process to help us find the right fit. We never felt pressured into taking any deal until we found the right one. I loved working with a smaller office where we felt like we were a priority and not just another deal trying to get pushed through the factory." - Jay Patel, Co-Founder & CTO, flexEngage.

## Involved Parties

### flexEngage, Inc.

flexEngage specializes in omnichannel transactional communications for meaningful post purchase engagement for its enterprise subscribers. With over 20 pre-built, reusable and turnkey integrations, the Company has untethered access to a differentiated first party dataset with over 90M unique consumer profiles amassed from both online and offline, SKU-level purchase data from both ecommerce and in-store transactions.

### Klarna Holding AB

Klarna is a Swedish financial technology firm that offers a variety of consumer financing and online payment products. One of its primary offerings is its Buy Now, Pay Later service that allows consumers to finance transactions both in-store and online with interest-free installment payments.

### Trafalgar Capital Partners

Trafalgar Capital Partners is a differentiated global investment and merchant banking firm, with a focus on technology, media, and telecommunications. Formed in 2015, TCP combines an entrepreneurial approach with deep sector expertise to identify and execute on the best solutions across geographies, transaction types and client initiatives. To learn more, visit our [website](#), follow us on [LinkedIn](#) or contact [frantz.casseus@trafalgarcp.com](mailto:frantz.casseus@trafalgarcp.com).

# About Us

Trafalgar Capital Partners (“Trafalgar” or “TCP”) was founded in 2015 and is exclusively focused on Technology and Technology-Enabled Business Services companies. TCP’s team has closed 60+ deals in the last two decades, creating over \$3 billion of value for shareholders. The Trafalgar leadership team has developed deep relationships with major industry players, financial sponsors, and other capital providers, resulting in superior insights, perspectives, and results.

## Core Services

<b>Mergers &amp; Acquisitions</b>	<ul style="list-style-type: none"> <li>Sell-Side &amp; Buy-Side Recapitalizations</li> <li>Management Buyouts</li> </ul>	<ul style="list-style-type: none"> <li>Cross-Border Advisory</li> <li>Divestitures</li> <li>Restructurings</li> </ul>
<b>Corporate Finance</b>	<ul style="list-style-type: none"> <li>Equity Capital Raises</li> <li>Debt Capital Raises</li> </ul>	<ul style="list-style-type: none"> <li>Mezzanine Capital Raises</li> <li>Special Situation Financing</li> </ul>
<b>ESOPs</b>	<ul style="list-style-type: none"> <li>Feasibility and Transaction Analysis</li> <li>Design and Installation</li> </ul>	<ul style="list-style-type: none"> <li>Financing</li> <li>ESOP Valuation</li> </ul>
<b>Valuations &amp; Fairness Opinions</b>	<ul style="list-style-type: none"> <li>Business Valuations</li> <li>Independent Fairness Opinions</li> </ul>	<ul style="list-style-type: none"> <li>Private Equity Portfolio Valuation &amp; Advisory</li> <li>Board Advisory</li> </ul>
<b>Strategic Advisory Consulting</b>	<ul style="list-style-type: none"> <li>Strategic Alternative Assessments</li> </ul>	<ul style="list-style-type: none"> <li>Corporate and Industry Benchmarking</li> <li>Partner Candidates</li> <li>Pre-liquidity Planning</li> </ul>

## Our Team



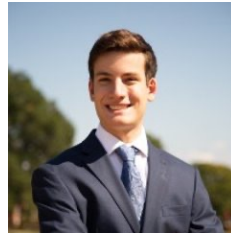
**Frantz Casseus**  
Founder & Managing Director



**J. Steve Hittle**  
Director



**Ledgine Baptiste**  
Vice President



**Ethan Selko**  
Analyst



### In-Depth Market Intelligence

Comprehensive coverage model and senior level relationships with major industry players, financial sponsors, and other capital providers yields superior insights and perspectives



### Independent Advisor

No potential conflicts of interest from buy-side and capital markets influence

**\$3B**

### Deep Industry Expertise

Have closed on 60+ deals, creating \$3 Billion in value for shareholders



### Consultative Methodology

Combined with exceptional transaction execution, our customized strategies drive optimal deal results

