



First Analysis acted as the exclusive financial advisor to Masttro in its \$43 million growth equity investment led by FTV Capital

CHICAGO – March 10, 2023 – First Analysis acted as the exclusive financial advisor to Masttro in its \$43 million growth equity investment led by FTV Capital. Citi Ventures also participated.

Masttro is a leading wealth technology company serving family offices, financial advisors and large institutions managing the wealth of ultra high net worth families. The Company's AI-driven platform offers a comprehensive suite of features, including wealth data aggregation, synthesis and visualization. The investment will accelerate Masttro's growth through market expansion and will drive R&D for its innovative software platform.

First Analysis focuses its advisory services on high-growth, entrepreneur-driven software companies like Masttro. The First Analysis team worked closely with the founder and management team to optimally position the Company and find the best partner to help Masttro to continue to achieve its objectives. First Analysis was actively engaged throughout the transaction process, including preparation, positioning, investor coordination and contact, due diligence and negotiation.

Padman Perumal, CEO of Masttro said "From the very first day we met the First Analysis team, they have been a great advisor to me and the company. The whole team worked tirelessly with us to get this deal done with a great partner. The team's unique strength is the attention and effort they put in to understand the nuances of our business, fine tune our message, and present us in a compelling way to the market."

About Masttro

Masttro is a leading wealth tech platform that enables a 360-degree view of wealth. The platform provides a single source of accurate data to give wealth owners and their trusted advisors ultimate control, transparency, and peace of mind to make informed, data-driven decisions in real-time. Masttro offers a total wealth overview covering all illiquid and liquid investments including passion assets. It comes with a comprehensive suite of features including direct data aggregation and AI-driven document data extraction to construct the basis for powerful interactive real-time analysis and reporting needs – all protected by best-in-class cybersecurity architecture and data security protocols. For more information, please visit www.masttro.com.

Industry:

Enterprise productivity

For more information about this transaction, or with questions about how we can assist you or your clients, please contact the following First Analysis representatives:

Matt Nicklin

Managing Director
mnicklin@firstanalysis.com
312-258-7181

Rick Conklin

Managing Director
rconklin@firstanalysis.com
312-258-7195

Terry Kiwala

Vice President
tkiwala@firstanalysis.com
312-258-7129

First Analysis

One South Wacker, Ste. 3900
Chicago, IL 60606
312-258-1400
www.firstanalysis.com

About FTV Capital

FTV Capital is a sector-focused growth equity investment firm that has raised \$6.2 billion to invest in high-growth companies offering a range of innovative solutions in three sectors: enterprise technology and services, financial services, and payments and transaction processing. FTV's experienced team leverages its domain expertise and proven track record in each of these sectors to help motivated management teams accelerate growth. For more information, please visit ftvcapital.com.

About First Analysis

Founded in 1981, First Analysis has a 42-year track record of serving emerging growth companies and established industry leaders within its focused areas of domain expertise. Our investment banking practice leverages industry insights developed through our research and investing activities to deliver value to clients across the life cycle of a business. Providing senior level attention to every client, First Analysis offers superior execution across a comprehensive range of investment banking services, including merger & acquisition advisory, growth financings and private equity recapitalizations. For more information, please visit www.firstanalysis.com.