

# FISH Technologies Has Been Acquired by Patron Technology

MHT PARTNERS – THE PREEMINENT ADVISOR TO INNOVATIVE, NICHE MARKET LEADERS



Boston Office:  
111 Huntington Ave., 9th Floor  
Boston, MA 02199  
617.589.4300

Dallas Office:  
2021 McKinney Ave., Ste. 1950  
Dallas, TX 75201  
214.661.1290

San Francisco Office:  
101 Montgomery St., Ste. 1300  
San Francisco, CA 94104  
415.446.9441

MHT Partners is proud to announce that FISH Technologies (“FISH”) has been acquired by Patron Technology, a portfolio company of Providence Strategic Growth (“PSG”). PSG is the growth equity affiliate of Providence Equity Partners, a leading global equity firm with \$60 billion in assets under management. Patron Technology is an industry-leading, live event technology company offering an integrated suite of solutions including ticketing, marketing, fan engagement, CRM, logistics and data management. MHT Partners served as exclusive advisor to FISH in this transaction.



FISH will continue to service its clients with innovative technology as the company becomes integrated into the growing Patron Technology platform. The terms of the transaction were not disclosed.

“We are pleased to have successfully built and exited an event technology company,” says Mike Gilvar, Founder of FISH Technologies. He continues, “We knew it was the right time to sell our business, but were uncertain how to navigate the world of Private Equity, or position our messaging to maximize value. MHT Partners expertly guided us through this transaction, and made the process run seamlessly. We realize that hiring the right investment bank is a very important step in a sale process. We made the right decision in hiring MHT.”

Mike McGill, Co-founder and Managing Director, MHT Partners, states, “FISH is a leading provider in experiential marketing for sports and brands, bringing deep knowledge in onsite engagement and data integration, which makes this partnership a big win for live event organizers. We are pleased to add to our credentials in the live event space through this transaction.”

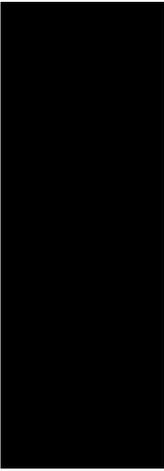
Briton Burge, Principal, MHT Partners, adds, “The FISH team is world class, and it was an honor working with them. We look forward to their continued success.”

## About MHT Partners

MHT Partners is a national middle market investment bank focused on representing innovative, niche market leaders in growth markets. The team at MHT Partners assists clients with seller advisory, acquisition advisory, corporate finance and strategic advisory assignments across a range of dynamic and growing industry verticals: business & information services; education; healthcare services and consumer growth.

## About FISH Technologies

FISH Technologies built the Integrated Fan Experience Platform to help the next generation of events. With FISH, pioneering event organizers can register fans, enhance fan experiences, and provide frictionless sponsor engagement. And it’s all backed by an unmatched depth and breadth of fan insights. Fan acquisition, fan engagement, and fan experiences — all in one place. Seize the Fan. FISH is headquartered in Addison, Texas, and is online at [fishtechnology.com](http://fishtechnology.com).



### **About Patron Technology**

Patron Technology enables live event organizers to create better, more customized experiences for their ticket buyers and deeper, more profitable relationships with their sponsors through an integrated, industry-leading event technology solution. Event organizers of different sizes and across different segments use Patron Technology for ticketing, marketing, fan engagement, CRM, logistics and data management.

The MHT Partners' team was led by Mike McGill and Briton Burge.