

Investment Summary

Investment Date:	October 31, 2019	Invested Capital:	\$33.5M
Deal Type:	Private Seller	Realized Value:	\$0.0 M
		Remaining Unrealized Value:	\$33.0 M
		Total Value:	\$33.0 M

Company Description

Business Summary CoreMedia is a web content management (“WCM”) and digital experience platform (“DXP”) platform. CoreMedia’s suite of offerings blend real-time product information with multimedia marketing content to deliver personalized product messaging across a variety of digital channels. Its solutions are used by companies to increase their digital presence, manage digital asset libraries and enhance their eCommerce platform.

Headquarters Hamburg, Germany – USA

Employees 171

Management Sören Stamer – CEO
Klemens Klemenger – CFO
Jim Stirewalt – CRO [consider spelling out CRO or removing him from this list (still include down below). I’m worried someone will look quickly and thing Chief Restructuring Officer and assume trouble.

Recent Developments

- Promoted Jim Stirewalt to Chief Revenue Officer (CRO) and globally reorganized the commercial group onto one platform
- Developed a detailed strategic plan to drive future recurring revenue growth through accelerated new product development, improved commercial strategy, a comprehensive services program, increased market awareness, and optimized operational excellence
- Limited impact in Q1 due to COVID-19 related business slow-down

Financial Summary (\$ in millions) (EBITDA excludes one-time transaction and deal fees)

	LTM	Quarter Ended		At
	3/31/20	3/31/19	3/31/20	3/31/20
Revenue:	\$22.8	\$6.1	\$5.6	Cash & Equivalents: \$2.6
Gross Profit:	\$22.5	\$6.0	\$5.5	Debt: \$17.2
ARR:		\$16.0	\$17.0	

Q1 2020 Financial Performance and Net Debt Trends (in USD)

