

DocsCorp Overview

DocsCorp is a developer of desktop and cloud based document software solutions for lawyers, accountants and frequent users of documents. Its technology solutions include document creation, email recipient checking, metadata cleaning, document comparison, PDF creation, and image file conversion to PDF. DocsCorp was founded in 2003 by Dean Sappey and Shane Barnett. The business has over 500,000 licenced users worldwide and more than \$20m in revenue, 80% of which is generated outside Australia.

Investment Thesis

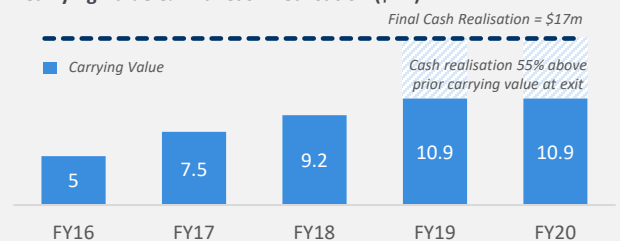
In 2016 Bailador invested \$5m of expansion capital into DocsCorp to accelerate its growth. Bailador's investment in DocsCorp was built on the following investment thesis:

- DocsCorp operated in an attractive global market with structural tailwinds (high labour prices fuel increasing software adoption)
- A compelling opportunity existed for the business to transition to a subscription based recurring revenue model that would deliver a valuation uplift
- DocsCorp had a strong market position, an incredibly loyal customer base and compelling unit economics that would scale
- The founding team were experienced industry experts who had a track record of successfully building and exiting tech businesses
- The business had multiple options for growth which were globally focussed

Investment Outcome

- In March 2021 DocsCorp announced that it had been acquired by Litera, delivering Bailador a \$17m cash realisation
- Litera is a US-based global leader in document workflow, collaboration and data management solutions. Litera is backed by Hg, a global private equity investor focused on investing in software and services businesses
- DocsCorp attracted multiple offers as part of a competitive sale process, highlighting the strong positioning and financial profile of the business

BTI Carrying Value & Final Cash Realisation (\$'m)



\$5m
cash invested

\$17m
cash realised

3.4x
multiple of investment

30%
internal rate of return

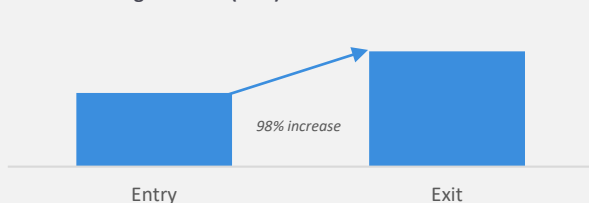
Bailador & DocsCorp Partnership

The Bailador team partnered closely with the DocsCorp founders and management team to accelerate growth and position the business for potential sale opportunities. Over the five-year partnership Bailador was instrumental in:

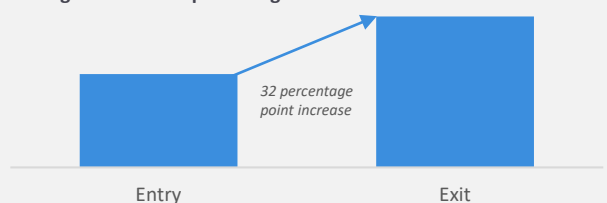
- Assisting with product, pricing and sales strategies to propel the business' transition to a recurring revenue model
- Focusing the business on sales effectiveness, unit economics and growth that delivered operating leverage
- Introducing a right-sized board and governance structure that guided the strategic direction of the business within a strong commercial decision making framework
- Developing comprehensive reporting capabilities focussed on the key SaaS performance metrics which drive business performance
- Ensuring DocsCorp was prepared for a sale opportunity with audited financial statements and high quality management reporting

Select DocsCorp Performance Indicators

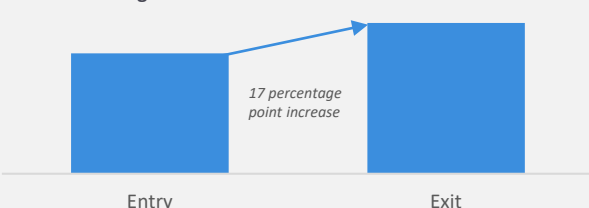
Annual Recurring Revenue (ARR) Increase



Recurring revenue as a percentage of total revenue



Gross Profit Margin Increase



LTM Revenue (Valuation) Multiple Increase

