



Navidar Creates Research Group with New Managing Director Hire

AUSTIN, TX (October 12, 2016) – Navidar® is pleased to announce that Jeff Houston, CFA, has joined the firm as a Managing Director based in Austin, TX. Jeff was one of the early pioneers in publishing research on the SaaS software sector beginning with the salesforce.com IPO in 2004. Jeff will continue to provide focused research on the SaaS software, e-commerce, and Internet sectors as well as the broader technology trends shaping our world. Jeff has nearly 20 years of experience, primarily as a successful Wall Street analyst, having published research on more than 100 public and private technology companies. He is often quoted in leading financial publications and has appeared as a guest on CNBC and Bloomberg News.

“Jeff is a very welcome addition to our team,” said Stephen Day, Co-founder and Managing Director of Navidar. “His research, investment analysis, and industry expertise will further enhance our leading middle corridor investment banking platform. We are delighted that a veteran of Jeff’s status will deepen our industry expertise, strengthen our capital-market initiatives, and lead our research efforts.”

Prior to joining Navidar, Jeff spent 13 years as a Wall Street analyst at William Blair, Northland Securities, and Barrington Research. Before that, he served as a business valuation analyst at Houlihan Valuation Advisors. He has earned the designation of Chartered Financial Analyst® (CFA) Charterholder and holds an MBA from DePaul University as well as a BA in Computer Science and Philosophy from Indiana University.

“I was drawn to Navidar’s impressive track record of generating outlier results for SaaS software companies located in the middle corridor of the U.S. The Navidar team is well-respected given its reputation for putting clients’ interests first,” said Jeff. “I look forward to building upon Navidar’s already well-established brand.”

About Navidar

Navidar Holdco LLC, with a presence in Austin, Cleveland, Dallas, Denver, Indianapolis, Minneapolis and San Antonio, is an investment banking firm that provides businesses and investors in dynamic industries with strategic merger and acquisition advice, capital raising solutions and corporate advisory services. The firm focuses on SaaS software, eCommerce & Internet, IT and engineering services, specialty manufacturing, and health care information technology companies. Navidar principals have completed more than 300 transactions representing transaction volume of nearly \$70 billion in M&A and capital raising, for both private and public companies, over the past 20 years. Navidar Group LLC, a wholly owned subsidiary, is a broker-dealer that is registered with FINRA and SIPC. To learn more about Navidar, please visit www.navidar.com.