



NEW DEAL ADVISORS SUPPORTS IMPRESOFT GROUP IN ITS ENTRY INTO WEBFORMAT

Milan, Oct. 23, 2023 - New Deal Advisors, an independent firm specializing in advisory services to M&A Transactions has supported Impresoft Group, a company controlled by Clessidra Private Equity SGR , in the acquisition of Webformat.

WebFormat specializes in the management of high value-added projects and integration of complex software architectures through the Magento and Adobe Commerce platform apt to respond more fully to customers' requests for greater integration.

With the acquisition of Webformat, the growth path of Impresoft Group continues creating an eCommerce hub which further extends the wide range of solutions offered by the Competence Center Customer Engagement, which today already includes OpenSymbol, NextTech, NextCRM, Kipcast, Cloudnova and Develon Digital.

New Deal Advisors with a team led by Lorenzo Lavini (Partner), has provided Financial Due Diligence services to Impresoft Group.

New Deal Advisors

New Deal Advisors is an independent firm specialising in advisory services in M&A. Established in 2012, New Deal Advisors provides support in a broad variety of extraordinary transactions streams including mergers and acquisitions, restructuring, transformation processes, forensic and litigation activities, fairness opinions and valuation services. New Deal Advisors has worked for more than a decade alongside private equity

funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.