



GENALPHA
EMPOWERING YOUR AFTERMARKET

245 South Executive Drive
Suite 325
Brookfield, WI 53005



December 1st, 2017

Mr. Bill Penkwitz, Partner
Mr. Mike Burmesch, Senior Associate
Promontory Point Capital
322 East Michigan Street, Suite 500
Milwaukee, WI 53202

Dear Bill & Mike –

On behalf of the entire GenAlpha shareholder group, we would like to thank you both for the tremendous effort put forth in the successful sale of our Company. Promontory Point Capital was recommended by one of our most trusted advisors as the firm we absolutely needed to talk to and we knew immediately that your firm would be the right fit to represent our group. We are grateful for our choice.

The fast-paced technology and software space is in a constant state of change and our Company's leadership benefited from your team's deep experience and transaction leadership. What our group found most impressive was your ability to understand all aspects of our business in a very short timeline and properly communicate all our competitive advantages to the right audience. Your relentless pursuit of our objectives paired us with a great new partner and new stewards of our business. Your willingness to dig in at every level to get us a completed transaction was one of your pitch promises and by all means you delivered.

I will very much miss our interactions as your team found ways to make a challenging, complicated, and stressful time as enjoyable as possible. Your leadership and guidance ensured that our very busy executive group was always prepared to tell our story in a complete and accurate way. Further, it would have been nearly impossible to close the transaction without PPC's direction and guidance throughout the due diligence process.

I very much look forward to other opportunities to work together in the future and would be happy to serve as a reference to other business owners seeking an experienced investment banking advisor.

Thanks again,

Andy Hansen
Former CEO
GenAlpha Technologies