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SECTORS

Business & Tech-Enabled
Services

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Matt Fiore
Managing Director

DC Advisory advised Catapult Systems on its sale to ChinaSoft



AUSTIN, Texas, Nov. 13, 2013 — Catapult Systems, LLC (“Catapult”), a premier Microsoft-focused consulting company headquartered in Austin, TX, announced today that it has entered into an agreement to merge with ChinaSoft International Limited (“ChinaSoft” or “the Company”) (SEHK: 354), acquiring 92.5% of Catapult Systems at an undisclosed amount, with DC Advisory* acting as Catapult’s financial advisor for this transaction.

The combined organization of both ChinaSoft and Catapult Systems launches a globally-focused IT services provider, taking advantage of the global demand for end-to-end Microsoft services. With the merger, Catapult Systems will be the platform for growth both within the U.S. and around the world, operating as a wholly owned subsidiary of ChinaSoft. Catapult Systems will maintain its brand and leverage the Catapult business model to open offices around the globe.

Catapult Systems implements innovative technology solutions that enable clients to achieve business objectives while deriving the maximum value from their Microsoft technology investments. Catapult has three core practices: Custom Application Development, Enterprise Software Integration, and Core Infrastructure Services, all rooted in the Microsoft technology stack. In addition, Catapult has launched four new capabilities over the past several years in Managed Services, Creative Services, Mobile Applications, and Cloud Services, all in efforts to take early market leadership positions in emerging technologies and satisfy market demands. Specifically, Catapult’s new Cloud Services offering has already positioned itself as one of Microsoft’s leading cloud migration partners in the U.S.

As the premier provider of Microsoft integration services, Catapult is positioned at the forefront of the current “digitization” movement worldwide. The combination of both organizations will allow ChinaSoft to leverage Catapult’s full set of capabilities in Social,

Mobile, Analytical and Cloud (SMAC). Catapult's long-term dominance in systems and device management, paired with its User Experience-led approach to development of mobile and cloud solutions based on Microsoft's Azure and Office 365 platforms (SharePoint Online, System Center, Yammer), makes them the Microsoft system integrator of choice for firms seeking the convergence of both devices and services through the use of modern applications. Additionally, with its digital marketing platform, Catapult has gained valuable experience in next generation acquisition business models as well as international prospect engagement specifically in the public and private cloud domain.

Also through the acquisition, Catapult is able to start leveraging ChinaSoft's economies of scale and breadth of capabilities, providing a high-quality delivery network of professional IT services.

ChinaSoft strongly believes that all over the world the IT services business model is changing due to the evolution of information technologies like cloud computing, social networking, mobile communications and big data analytics. As part of its growth strategy set in 2011, ChinaSoft embraced the Professional, Outsourcing and Emerging (POE) structure. The Company will pursue growth in its traditional IT professional consulting & solutions business (P) and outsourcing business (O) while pushing into innovative and emerging technologies (E) such as cloud computing and mobile communications. The Company believes that this transformation is in alignment with the strategies of its customers such as Alibaba, China Mobile, Huawei and Microsoft.

**Find out more about DC Advisory >*

Catapult's service capabilities and strong Microsoft credentials will help ChinaSoft broaden our service offerings and market opportunity, strengthen our value proposition to new and existing customers in China and globally. Catapult's new capabilities in high growth areas such as managed services, creative, mobile and cloud services is also aligned with ChinaSoft's strategic focus on innovative and emerging technologies.

Dr. Henry Chen
CEO of ChinaSoft