

SEAGULL SOFTWARE COMBINES WITH MOJIX SOFTWARE TO CREATE A LEADING SUPPLY CHAIN AND TRACEABILITY PLATFORM

Integrated solutions will enhance how companies manage their supply chain, combining product labeling with end-to-end, item-level traceability

Bellevue, WA, October 1, 2024 – Seagull Software (“Seagull”, or the “Company”), the developer of BarTender®, a global leader in label management software, announced that it has combined with Mojix software, a leader in item-level inventory management and traceability. The Company will revolutionize supply chain traceability by combining BarTender’s strength in labeling technology with Mojix’s real-time intelligence and data platform, creating a powerhouse in end-to-end supply chain management.

The Company will look to leverage BarTender’s global customer base and value-added channel partner network with more than 250,000 customers across 175 countries to deliver innovative traceability solutions utilizing Mojix’s advanced cloud-based SaaS platform.

“We believe that labeling is the key to unlocking the traceability challenge,” said Dan Doles, Director of Seagull & Mojix. “BarTender’s labeling software is ubiquitous at the front end of the supply chain, enabling the printing of more than 100 billion labels each year. By combining with Mojix, we will look to capture and track that data through the supply chain, providing unparalleled item-level traceability and visibility.”

“We are thrilled to support the merger of Seagull and Mojix’s software business, which we believe creates a unique traceability platform in the supply chain software ecosystem,” said Jared Mason, Director at Seagull and Managing Director at Peak Rock Capital. “We look forward to continuing to drive accelerated growth through additional investments in the product and sales and marketing.”

Preston Thomas, Director at Seagull and Managing Director at Peak Rock Capital, added, “This transaction further exemplifies Peak Rock’s commitment to supporting transformational growth initiatives for our investments in the technology sector. We will continue to actively pursue acquisitions both for the combined Seagull – Mojix platform as well as independent platforms that would benefit from our focus on growth.”

ABOUT SEAGULL SOFTWARE

Seagull Software is a provider of label management software for designing, printing, and automating the production of labels, barcodes, and RFID tags. Every year, businesses of all sizes and industries, including the world’s largest and most dynamic supply chains, trust Seagull’s BarTender® solutions to create, manage, print, mark and code over 100 billion labels, barcodes, RFID tags, dates, and other identifiers to keep their products moving, traceable and safe. The Company is headquartered in Bellevue, Washington, with offices in the United States, Europe, and Asia. For further information about Seagull, please visit www.seagullscientific.com.

ABOUT PEAK ROCK CAPITAL

Peak Rock Capital is a leading middle-market private investment firm that makes equity and debt investments in companies in North America and Europe. Peak Rock's equity investment platform focuses on opportunities where it can support senior management to drive rapid growth and performance improvement, with expertise in corporate carve-outs and partnering with families and founders seeking first-time institutional capital. Peak Rock's credit platform invests across capital structures, with a broad mandate to provide flexible, tailored capital solutions to middle-market and growth-oriented businesses. Peak Rock's real estate platform makes equity and debt investments in small to mid-sized real estate assets in attractive, growing geographies. For further information about Peak Rock Capital, please visit www.peakrockcapital.com.

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