

ANNOUNCEMENTS | 09.29.2023

Tomorrow and Half Helix Merger Backed by BV Investment Partners

Choate represented BV Investment Partners (BV) as they served as the financial sponsor for the new merger announced by leading Shopify Plus platform service partners, Tomorrow and Half Helix. The merger will create the largest independent pure play Shopify service partner in the world, supporting over 70+ brands on the Shopify platform and with a delivery footprint spanning the US, Canada, and Europe. BV is one of the oldest and most experienced sector-focused private equity firms in North America. With approximately \$5.0 billion invested since its founding in 1983, BV actively targets investments in the tech-enabled business services, software, and IT services industries. BV will partner with the existing executive team of the merged companies to support this next chapter of growth and expansion.

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