

PETERSON PRIVATE EQUITY

Peterson Private Equity provides growth capital to Dura Software

Dura is a B2B SaaS consolidator that acquires, optimizes, and operates niche B2B software companies.

FOR IMMEDIATE RELEASE

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SALT LAKE CITY – Peterson Private Equity plans to invest up to \$50 million in Dura Software, a software aggregator and operator based in San Antonio, Texas and founded in 2018. Since inception, Dura has acquired 10 subsidiaries and has scaled to more than \$43 million of revenue in 2022.

Peterson’s capital will be used to fund continued acquisitions—Dura has a pipeline of more than \$25 million of ARR in late-stage acquisition opportunities which they intend to close within the next two quarters. Across its subsidiaries, Dura serves 3,500+ customers globally and has 200 employees. Dura owns its subsidiaries with the intent to never sell, setting the foundation for long-term profitability and strong return on investment.

“We are excited to be partnering with the highly experienced team of entrepreneurial-minded business builders at Peterson, as we continue to scale the Dura platform,” said Paul Salisbury, CEO of Dura. “Dura is at an exciting launching point for accelerated growth with a proven model and a leadership team that is ready to go much faster. Although we are happy with our progress to date, we are just getting started and the Peterson Partners relationship will be a key enabler to future success .”

“A buy-and-build strategy within software is compelling, as it should diversify away much of the idiosyncratic individual portfolio company risk and provide a long-term durable stream of cash flows,” said Jordan Lusk, principal at Peterson Partners. “The execution that Michael, Paul, and the Dura team are demonstrating is unique. We are excited to partner with them.”

About Dura Software

We are specialists in acquiring and operating niche software products that fit narrow but mission-critical use cases for business customers. We buy software companies from owners looking for a long-term home for their products and employees, so they can pursue their next project. We operate these companies for the long term with no intention to sell. Sellers know we’ll protect their employees, customers and reputation. Dura was co-founded by experienced technology entrepreneurs Michael Girdley (Chairman) and Paul Salisbury (CEO).

To learn more about Dura Software, please visit <https://dura.software>.

About Peterson Partners

At Peterson Partners, our mission is to help great people build great businesses. We roll up our sleeves in supporting exceptional entrepreneurs and management teams in building enduring enterprises and have invested in more than 250 companies across a wide range of industries, including Allbirds, Vivint, Packsize, Lucid Software, and Azul. Typically, Peterson Partners

provides the first equity capital in a business, and we participate for a chapter of growth during which we work hard as a trusted coach and advisor in driving growth and building brands, systems, and human capital. Peterson Partners is an independent investment firm with more than \$2 billion under management across Private Equity, Venture Capital and Search strategies. To learn more about Peterson Partners, please visit <https://petersonpartners.com>.

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