

## Leading Brazilian Provider of Interactive Voice Response Solutions

**WOODBRIDGE**  
Group, LLC



**Contact:** Sjors van  
Vorstenbos at +31-548 035 or  
sjors@woodbridgegrp.eu

**Opportunity Type:** Acquisition

**Location:** São Paulo, Brazil

**Capabilities:** Develops customized interactive voice response (IVR) software and services for customer contact centers in Brazil. The Company's platform is a hosted call management solution sold primarily to telecommunications and cable and satellite TV companies.

**Estimated 2011 Sales:** \$21.4 million

**Estimated 2011 adjusted EBITDA:** \$13.6 million

**Key Success Drivers:** Premier customer base and proven business model with technology running on more than 6,000 IVR ports (lines) with the ability to handle considerably more call volume. Highly skilled engineers, programmers and technical support staff dedicated to operational excellence.

**Customer Base:** Clients include some of the world's largest providers of mobile, cable and satellite TV services. Long-term agreements include one valued at \$40 million and another at \$21 million.

The Company continues to experience explosive growth. Sales rose 436% in 2008, 42% in 2009, 77% in 2010, and is on track to increase 88% in 2011. During this period, the Company shifted from a reseller of IVR hardware and software to a fully managed IVR service provider and won new large customers.

The Company's platform contains hardware and server software that can analyze speech and touch-tone inputs to facilitate highly-effective customer self-service solutions, thus minimizing the need for a live customer service agent. Processing more than 15 million inbound telephone calls per month, the IVR system automatically retrieves real-time information based on a caller's data inputs from enterprise databases connected to the IVR system. Calls are then routed intuitively through the use of friendly interactive telephone menus that allow clients to qualify sales leads, process orders, provide tech support or to collect payment.

While the majority of the Company's clients are in the telecom, cable and satellite TV sector, its IVR technology could be marketed to any firm where customer service call volumes are high. Management believes pursuing new markets such as banking, medical and municipal power, gas and water utilities could drive sales growth. Other Latin American countries are also potentially lucrative markets; management has identified Mexico in particular as a growth market due to continued strong demand expected for mobile and fixed telephony services.

Financial Highlights Fiscal year end 12/31	2008	2009	2010	2011E
Gross Revenue (\$)	4,524,344	6,400,937	11,355,428	21,361,233
Adjusted EBITDA (\$)	2,137,938	3,709,286	6,332,036	13,607,213
Adj. EBITDA Margin (%)	47.3%	57.9%	55.8%	63.7%

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