

October 15, 2020

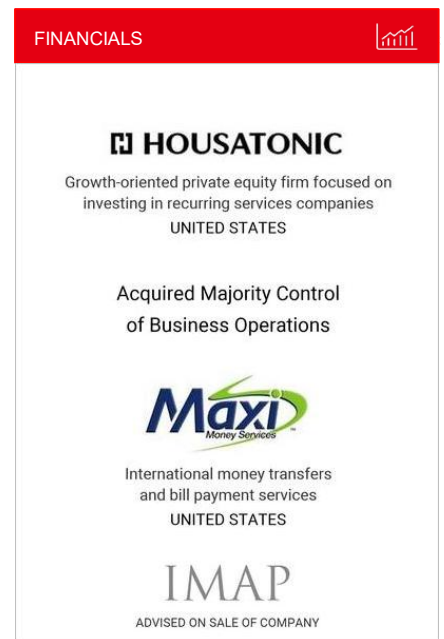
IMAP partners in Mexico and the USA jointly advise Maxitransfers on its sale to Housatonic Partners

Serfidor (IMAP Mexico) and Capstone Headwaters (IMAP USA) are pleased to announce that Investar Financial Corporation has sold a majority stake of Maxitransfers Corporation (“Maxi”), a leading service provider for fast, secure, and reliable international money transfers, to Housatonic Partners, a growth-oriented private equity firm focused on investing in recurring services companies in the U.S.

Maxi is a money services business (“MSB”), providing primarily money transfers in the US-Latin American corridor since the early 2000’s. Maxi operates through a network of over 2,800 active agents in 44 U.S. states and over 40,000 payors in 17 Latin American countries. Maxi has experienced annual growth rates of over 25% in the last 5 years and has positioned itself in the top 5 MSBs in the LatAm corridor.

Housatonic Partners is a private equity investment firm founded in 1994, with more than \$1.3 billion in capital under management. The firm invests in growing, profitable businesses with high recurring revenues. Housatonic Partners has backed exceptional management teams in more than 90 small to mid-sized companies over the last 26 years.

The Serfidor and Capstone Headwaters teams, led by Gilberto Escobedo and David Bench, advised Investar Financial Corporation throughout the sales process.

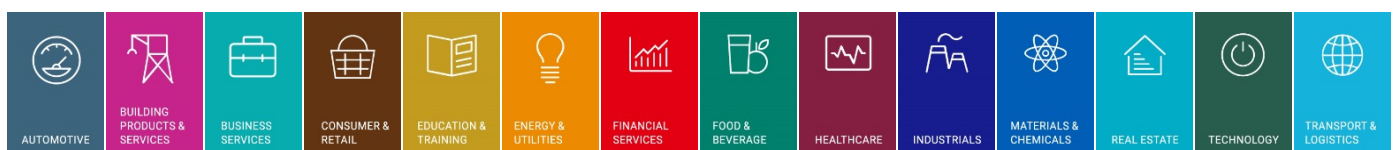


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For more information on IMAP transactions visit www.imap.com



IMAP is an International Mergers and Acquisitions Partnership, with 450 M&A professionals and a presence in 43 countries. IMAP has closed over 2,100 transactions valued at \$90 billion in the last 10 years and is consistently ranked among the world’s top ten M&A advisors for mid-market transactions (Refinitiv). IMAP advises primarily mid-sized companies and their shareholders on sales and acquisitions globally, providing clients with entrepreneurial, unbiased advice and successfully helping them achieve their objectives.