
DaySmart Acquires Dash Platform

Expands portfolio of business management software and payments solutions to meet the needs of sports and recreation facilities

ANN ARBOR, Mich.--(BUSINESS WIRE)--DaySmart Software, the leading provider of business management software empowering business owners to operate and grow their businesses, today announced the acquisition of Seattle, WA-based Dash Platform, the leading provider of sports facility and recreation management software. This acquisition expands DaySmart's reach into new verticals, such as sports facilities, parks and recreation departments.

Dash Platform is a SaaS-based software solution that supports all facets of sports and recreation business operations. Key features include business administrative back-office functions and billing; registration-based workflows for memberships, payment processing, programs, classes, scheduling, online reservations, leagues and tournaments; front desk optimization for check in/check out and POS; and business reporting to drive outcome-based decisions.

The Dash Platform serves more than 425 locations throughout the U.S. and Canada and the easy-to-use Dash Member mobile app is used by millions of athletes and members to sign up for teams, leagues, classes and events. The customer base is on track to grow by more than 50% in 2021.

"Arena Sports CEO Don Crowe and his entire team helped us consistently drive strong customer growth and have given careful attention to our customer experience as we've grown this business," said Hal Mady, CEO of Dash Platform. "As part of the DaySmart family, we know we will be able to continue providing our customers with the same outstanding service while expanding our capabilities with the help of DaySmart's team."

"Dash complements the overall DaySmart portfolio of vertically-tailored business management solutions and we welcome their customers with a commitment to increased investment in product development and customer success," said Patrick Shanahan, CEO of DaySmart. "What really impressed us with Dash is the significant opportunity to expand market reach, bringing the solution to more sports and recreational organizations, but also health, fitness and wellness businesses who would benefit from its all-in-one capabilities."

This acquisition follows DaySmart's purchase of Vetter Software in February 2021 and AppointmentPlus in December 2020, as DaySmart remains focused on growth through strategic acquisitions that enhance its solution portfolio.

About DaySmart Software

DaySmart Software provides industry-specific business management tools designed to make it easier for entrepreneurs to operate and grow their businesses. Since 1999, DaySmart has been a small business champion, offering software, payment processing solutions and cloud-based applications purpose-built for the salon, spa, pet and tattoo industries. DaySmart's reach extends to medium and enterprise-sized

businesses through additional solutions: AppointmentPlus and Opendock. Collectively, DaySmart now processes more than \$1.5B in payments annually.

Privately held, DaySmart is headquartered in Ann Arbor, Michigan, with offices throughout the U.S., and has been named to the Inc. 5000 list for ten consecutive years. For more information about the company and its suite of solutions, visit www.DaySmart.com.

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