



Press Release Presspage

FirstCapital advises Slick Software on its acquisition by DaySmart Software



Steph Madgett, Slick CEO and Co-Founder

FirstCapital is pleased to announce that it has advised Slick Software, a leading UK salon management platform, on its acquisition by DaySmart Software, a global provider of business management solutions for entrepreneurs and small businesses.

Founded in 2017, Slick has grown to become one of the UK's fastest-growing independent salon technology platforms, serving more than 8,000 hair and beauty professionals. Slick provides an end-to-end software solution enabling salon owners to manage bookings, payments, customer communications, marketing and financial reporting through a single platform.

The acquisition represents a significant milestone in DaySmart's international expansion strategy, strengthening its presence in the UK and deepening its investment in the global beauty and wellness sector. Backed by L'Oréal's corporate venture capital fund BOLD, Slick brings a differentiated product offering and a strong reputation among independent salon operators, complementing DaySmart's existing portfolio of business management solutions. The combined business has an exciting AI-native roadmap, building on Slick's proprietary platform dataset, to accelerate its lead in this sector and further drive value for salon owners.

Steph Madgett, CEO and Co-Founder of Slick Software, said: "We had inbound interest, but we wanted to get a market view from experts who had been highly recommended and had experience in this space. FirstCapital were outstanding partners, strategic and pragmatic, and they worked side by side with us from start to finish. They ran a highly professional process, brought real judgement to every decision point and negotiated, in a complex situation, to secure the best outcome for us and our shareholders. I couldn't have asked for a better partner."

Jason Purcell, co-founder and CEO of FirstCapital, said: "We're delighted to have advised Slick on this deal, which is a great strategic match for both parties. It's been a real pleasure working with Steph, Rob and the team and we wish them all the best in this next phase of growth."

About Slick

Slick was founded in London out of the prestigious Founders Factory incubator in 2017 with a mission to modernize salon software for independent professionals. Built by salon owners for salon owners, Slick provides easy-to-use scheduling, payment and marketing tools to help hair and beauty businesses thrive. To learn more, visit www.getslick.com.

About DaySmart Software

DaySmart Software provides industry-leading business management software and payment solutions designed to empower entrepreneurs to run and grow their businesses. Since 1999, DaySmart has offered vertically focused, cloud-based

applications and integrated payment processing solutions to businesses across a range of industries, including fitness, recreation, pet, vet and salon. Headquartered in Ann Arbor, Michigan, DaySmart is committed to innovation and to the success of its customers. For more information, visit www.DaySmart.com.

About FirstCapital

FirstCapital is an investment bank providing smarter dealmaking advice to high growth technology companies in Europe. With offices in London and Silicon Valley, we advise AI, software, internet and digital media companies on strategic M&A, private equity and growth capital funding transactions.

See www.firstcapital.co.uk for more details.