



EverCommerce to Acquire Timely, a New Zealand-Based Beauty Industry Software Company

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Acquisition expands EverCommerce's fitness and wellness solutions into new international markets

DENVER--(BUSINESS WIRE)--EverCommerce, a leading service commerce platform, has entered into an agreement to acquire [Timely](#), a global appointment booking software company used by spas and salons across the United Kingdom, Australia and New Zealand. Timely will join the EverCommerce suite of integrated SaaS solutions across business management, marketing, customer engagement, and billing and payments, enabling it to provide customers with added value and resources. Completion of the transaction is pending customary regulatory approvals.

Timely offers simple, affordable and reliable appointment software for small salon and beauty businesses. Founded in 2011 by Ryan Baker, Andrew Schofield and Will Berger, Timely has grown to become an online community of more than 50,000 beauty professionals across 90 countries that use the cloud-based business management software to book more than 30 million appointments per year.

"Both EverCommerce and Timely focus on helping small and medium-sized business owners streamline their back- and front-office operations so they can offer a more personalized customer experience and grow their businesses," says Matt Feierstein, President of EverCommerce. "We're impressed by the success Timely has achieved and we're excited to support them in their next level of growth."

Timely joins the EverCommerce Fitness and Wellness portfolio that delivers tailored, integrated, and convenient experiences for guests, while providing specialized functionality for business owners. EverCommerce drives streamlined day-to-day business operations, improved marketing effectiveness, and modernized engagement with customers. With this acquisition, EverCommerce will expand its product offerings and market reach in the salon and spa industry to the United Kingdom, Australia and New Zealand markets.

Ryan Baker, co-founder and CEO, Timely, says "Everyone on the crew here at Timely is fizzing about joining the EverCommerce family. We're stoked at how far we've come in the last 10 years, and pumped about the opportunities that still lie ahead. EverCommerce shares our passion for the beauty and wellness industry and their values line up brilliantly with our culture here at Timely. We're now able to take the next step in global expansion knowing we have industry experts, who know how to deliver value to small business owners and scale software companies, at our back."

About EverCommerce

EverCommerce is a leading service commerce platform, providing vertically-tailored, integrated SaaS solutions that help more than 500,000 global service-based businesses accelerate growth, streamline operations, and increase retention. Its modern digital and mobile applications create predictable, informed, and convenient experiences between customers and their service professionals. Specializing in Home & Field Services, Health Services, and Fitness & Wellness industries, EverCommerce solutions include end-to-end business management software, integrated payment acceptance, marketing technology, and customer engagement applications. Learn more at [EverCommerce.com](#).

About Timely

Founded in 2011, Timely exists to grow the value of the beauty industry by offering simple, affordable and reliable appointment software for small businesses. Customers get innovative business management software, award-winning customer support, education from the biggest industry names globally and peer support. Today, Timely serves more than 50,000 service professionals in 90 countries that use the cloud-based platform to book over 30 million appointments a year. For more information on Timely, check out <https://www.gettimely.com/about/>

Cautionary Statement Regarding Forward-Looking Statements

This press release contains forward-looking statements. All statements other than statements of historical facts contained in this press release may be forward-looking statements. Statements regarding our future development plans, expansions, acquisitions and new store openings are forward-looking statements. In some cases, you can identify forward-looking statements by terms such as "may," "will," "should," "expects," "plans," "anticipates," "could," "intends," "targets," "projects," "contemplates," "believes," "estimates," "predicts," "potential" or "continue" or the negative of these terms or other similar expressions. The forward-looking statements in this press release are only predictions. We have based these forward-looking statements largely on our current expectations and projections about future events and financial trends that we believe may affect our business, financial condition and results of operations. Forward-looking statements involve known and unknown risks, uncertainties and other important factors that may cause our actual results, performance or achievements to be materially different from any future results, performance or achievements expressed or implied by the forward-looking statements. These forward-looking statements speak only as of the date of this communication. Except as required by applicable law, we do not plan to publicly update or revise any forward-looking statements, whether as a result of any new information, future events or otherwise.



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