

Payix \$115M Acquisition by REPAY

Client News

January 3, 2022

Gunderson Dettmer represented client Payix, an omnichannel payment technology platform, in its \$115 million acquisition by REPAY, an integrated payment technology platform. The acquisition further enhances REPAY's position in the large and growing automotive vertical and accelerates expansion into the attractive buy now, pay later ("BNPL") space.

In the [announcement of the transaction](#), CEO of REPAY John Morris said, "We are thrilled about the acquisition of Payix, a highly complementary business to REPAY. With its robust and highly flexible technology platform, Payix creates a uniquely positive experience and adds value for both the lender and borrower. Payix also has a strong pipeline and product roadmap, positioning it well for 2022 and beyond. We look forward to welcoming the Payix team into the REPAY family."

The Gunderson deal team was led by Wes Watts and Luke Thomas and included Jace Clegg, Ben Cukerbaum, Melissa Brekke, Alex Devine, Morgan Otway, Frances Sevilla-Sacasa, Sienna White, Jamilah Mena, and Muskan Mumtaz.

Companies:

[Payix](#)

[REPAY](#)

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