



FOR IMMEDIATE RELEASE

Muise and Jennings Launch Conexus Mergers & Acquisitions

New independent advisory firm brings more than 55 years of combined valuation and deal experience to Atlantic Canada's mid-market business owners

DARTMOUTH, N.S. — [September 17, 2026] — Maurice ("Moe") Muise and Dan Jennings today announced the launch of Conexus Mergers & Acquisitions Inc. ("Conexus"), an independent advisory firm that guides owners of established mid-market companies through the confidential sale of their businesses.

The firm opens as Atlantic Canada continues to experience a significant generational transfer of business ownership. The Canadian Federation of Independent Business estimates that 76 per cent of Canadian small business owners intend to exit within a decade, putting more than \$2 trillion in business assets in play, yet only nine per cent have a formal succession plan in place.

Conexus was built for that gap. The firm works with owners who are ready to sell now as well as with those planning a transition several years out, providing structured guidance on valuation, timing, readiness, confidentiality, and buyer selection.

"Selling a business is rarely just a transaction," said Muise, Co-Founder and Partner of Conexus. "For most owners it is a once-in-a-lifetime decision that affects their family, their employees, their customers, and their legacy. We built Conexus so those decisions get made on the basis of clarity and data, not sales pressure."

Conexus services include market-driven business valuations, exit and readiness planning, and sell-side M&A Advisory. The firm's advisory-led model emphasizes preparation before market outreach, controlled information sharing, disciplined buyer search and qualification, negotiation designed to protect value and reduce risk, and hands-on management of buyer due diligence while maintaining momentum to closing.

"Closing an M&A transaction is difficult, and most of the difficulty comes after the handshake," said Jennings, Co-Founder and Partner of Conexus. "Our job is to run the full process, finding multiple credible buyers (whether strategic acquirers, private equity, or search funds); advisory during the deal negotiations; and guiding the deal process through the intense due diligence that today's buyers (and their lenders) demand. That is where value is at risk of being lost, and where an owner working alone is most exposed."

The launch brings together more than 55 years of combined experience advising business owners through M&A and complex ownership transitions. Owned equally by Muise and Jennings, Conexus M&A



sits within a broader, multi-discipline Conexus platform focused on connecting people, capital, and opportunity across domestic and international markets.

“Our role is not to rush an owner to market,” Muise added. “It is to help them understand their options, prepare properly, protect confidentiality, and negotiate from a position of strength.”

Conexus Mergers & Acquisitions Inc. is headquartered in Dartmouth, Nova Scotia, and currently serves business owners throughout Atlantic Canada, with expansion plans across Canada.

About Conexus Mergers & Acquisitions Inc.

Conexus is an independent M&A advisory firm serving established business owners facing high-value decisions about valuation, preparation, and sale. The firm’s work is grounded in disciplined processes, discretion, and informed decision-making, with a focus on helping owners protect value and complete ownership transitions with confidence. The use of proprietary AI models is built into the business development and execution processes, along with selected offshoring resources. Learn more at www.conexusmna.com.

About the Founders

Moe Muise has spent more than three decades helping business owners exit on their own terms and at maximum value. His career began in the Royal Canadian Navy, where he served honourably as a diver. He went on to found, operate, and sell two successful businesses, and has served as president of Muise Mergers & Acquisitions Inc. since 1998. Prior to launching Muise Mergers & Acquisitions Inc. his international advisory work included facilitating an Area Franchise deal for a Canadian pizza franchisor in the United Arab Emirates.

Dan Jennings has focused on business valuation and both buy-side and sell-side M&A advisory throughout Atlantic Canada since 1998. A Chartered Professional Accountant (CPA, CA) and Chartered Business Valuator (CBV), he is a recognized voice in the regional business community on the topics of valuation and M&A. He has practised at national and regional accounting firms and has operated Jennings Valuations | M&A (through Dan Jennings Inc.) since 2024.

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Interviews with both founders are available on request. High-resolution photography and logo files available to media on request.

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