TAG Acquires Unified Commerce LLC (DBA Merchaneer) And Goldilocks Getaway, Valuing TAG At $150 Million

LAS VEGAS NEVADA, April 16, 2026 - The Anything Group has completed the acquisition of Unified Commerce LLC, operating as Merchaneer, including its payment gateway Goldilocks, in a transaction that values TAG at a $150 million market capitalization.

The transaction was approved almost unanimously by Unified Commerce shareholders and creditors and unanimously by TAG's board of directors.

The acquisition strengthens TAG's commerce capabilities and supports its long-term strategy to build connected infrastructure across bookings, payments, and data for hospitality and experience-driven businesses globally.

"This acquisition allows us to continue strengthening TAG's e-commerce foundation while lowering the cost of entry toward our long-term vision for the world's first OTC built specifically for hotels and hospitality businesses," said Rich Tuckwell-Skuda, Founder and Chief Executive Officer.

Further operational integration details will be communicated directly to partners and stakeholders.

| About TAG

The Anything Group designs connected systems that unify strategy, experience, and execution across digital and physical environments.

MEDIA CONTACT

pr@theanythinggroup.com