

PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38th Floor | New York, NY 10004
212.842.6020 | www.petskyprunier.com

Contact: Danielle Lindsay
212.842.6029
dlindsay@petskyprunier.com

Petsky Prunier Advises Hero Digital on its Majority Investment from CI Capital Partners

March 22, 2016 (New York, NY) – Petsky Prunier is pleased to announce it has advised Hero Digital LLC (HERO), a fast-growing, digital consultancy focused on Customer Experience Management (CXM) and the implementation of key marketing technology platforms, on its majority investment from CI Capital Partners LLC, a New York-based private equity firm. HERO’s management retains a significant equity interest in the company. Terms of the transaction were not disclosed.



HERO is a digital consulting firm that provides strategy, experience design, and engineering services to help marketers serving leading brands improve customer experience and drive business performance. The company has deep expertise in providing solutions built on software platforms, including Adobe Marketing Cloud, Sitecore, Acquia, and Jive. HERO is a privately held firm headquartered in San Francisco with offices in Los Angeles and Boston.

The transaction will enable HERO to accelerate its growth and expand its offerings, as the company continues to focus on world class customer service and execution. Additionally, the newly formed partnership will provide attractive opportunities for selective strategic acquisitions that will complement the firm’s already strong organic growth.

CI Capital Partners, a North American private equity firm with \$1.9 billion in assets under management, has been investing in middle-market companies since 1993. CI Capital forms

partnerships with experienced management teams and entrepreneurs to build substantial businesses through add-on acquisitions, organic growth, and operational improvements. Since the firm’s inception, CI Capital and its portfolio companies have made more than 180 acquisitions representing in excess of \$7 billion in enterprise value. CI Capital’s existing portfolio consists of companies that collectively generate annual revenue of more than \$2 billion, EBITDA of in excess of \$250 million, and employ approximately 9,000 people.

A team from Petsky Prunier, led by Sanjay Chadda, John Prunier, and Matei Sanders, served as exclusive financial advisor to HERO.

“Petsky Prunier did a great job for us. Not only did they understand the digital design, customer experience, and marketing software platform ecosystem, but they knew how to position HERO to maximize the number of options available to us. They generated an abundance of interest from a number of strategic and financial parties, allowing us the luxury of choice to pick the best partner.”

David Kilimnik, CEO, HERO

About Petsky Prunier LLC

Petsky Prunier (www.petskyprunier.com) is one of the leading investment banks to the technology, media, marketing, eCommerce, and healthcare industries. Our firm's merger and acquisition advisory and private placement capital raising services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships with investment bank Altium in Europe, as well as The Mountain Capital Group in China, and Allegro Advisors and o3 Capital in India. Securities transactions are processed by Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity of Petsky Prunier.

###