

Petsky Prunier Advises Ansira on its Pending Majority Investment from Advent International

November 17, 2016 (New York, NY) – Petsky Prunier is pleased to announce that it has advised Ansira Partners, Inc., one of the largest and leading independent data-driven, technology-enabled marketing solutions providers, on its pending majority investment from Advent International Corporation, one of the largest and most experienced global private equity investors. Denver-based private equity firm KRG Capital Partners invested in Ansira in 2012 and will exit with this transaction.



Ansira is a premier data-driven, technology-enabled marketing solutions provider, specializing in the integration of data analytics, CRM, localized marketing automation, and performance media with best-in-class execution strategies to drive ROI-measured marketing programs at a national and local level. Data is central to every element of Ansira's offerings, which focus on dedication to data-driven decision making, encompassing marketing decisions, strategy recommendations, media / channel allocations, and creative concepts. These offerings are supported by the company's unmatched ability to integrate, model, and activate disparate first, second, and third party data sources. Ansira is trusted by more than

150 leading brands to transform their marketing programs by nurturing customer relationships, informing creative ideas and brand experiences, and fueling consumer engagement while maximizing the impact of marketing expenditures.

Advent is acquiring its stake in partnership with Ansira's management, who will continue to retain a substantial ownership position in the company. Financial terms were not disclosed. The transaction is subject to customary closing conditions and is expected to be completed by the end of 2016.



Ansira's management team will continue to lead the company following completion of the transaction, building on a strong track record of success driving growth at Ansira. "We look forward to partnering with Advent during this next phase of growth for our company," said Martin Reidy, President and CEO of Ansira. "We remain focused on executing our strategic plan of both organic and inorganic growth, expanding into new markets, and leveraging our new capabilities and expertise to serve clients' needs amid a rapidly evolving digital landscape."

"We are excited to collaborate with Martin and the Ansira management team in executing on the company's growth strategy," said Chris Egan, a Managing Director at Advent. "As a leader in the data-driven marketing industry, Ansira is strongly positioned to build on its current success and further expand its long-term strategic partnerships with large national brands to develop local and national marketing strategies, as well as to attract new customers. We look forward to enhancing the company's leadership position in the \$200+ billion data-driven marketing industry and are enthusiastic about the opportunity to support Ansira's growth through additional capital for targeted acquisitions in this fragmented, large, and growing market."

Advent has invested in more than 315 private equity transactions in 40 countries and as of June 30, 2016, had \$40 billion in assets under management. With offices on four continents, Advent has established a globally integrated team of more than 190 investment professionals across North America, Europe, Latin America, and Asia. The firm focuses on investments in five core sectors, including business and financial services; healthcare; industrial; retail, consumer and leisure; and technology, media, and telecom.

Petsky Prunier, with a team led by Sanjay Chadda and Marc Flor, served as a financial advisor to Ansira and KRG Capital Partners.

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 The Mountain Capital Group in China, as well as Allegro Advisors and o3 Capital in India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

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