

## **Petsky Prunier Advises Triad Retail Media on its Completed Sale to WPP's Xaxis**

*One of the Largest Middle Market Digital Advertising Transactions of 2016*

**November 29, 2016 (New York, NY)** – Petsky Prunier is pleased to announce that it has advised Triad Retail Media, LLC, the global leader in digital retail media advertising, on its sale to Xaxis, the world's largest programmatic audience company. Xaxis is a wholly-owned operating company of WPP plc (LSE: WPP), the world's largest communications services group with offices in 112 countries. WPP announced its agreement to acquire the company on October 13, 2016, and completed the transaction on November 17, 2016.



Rockbridge Growth Equity, LLC led the purchase of Triad in late 2012 and exited with this transaction. Falcon Investment Advisors, LLC partnered with Rockbridge on the initial purchase of Triad. Petsky Prunier represented Triad on the transaction with Rockbridge and Falcon in 2012.

Triad fuels mobile and desktop e-commerce by enabling large retailers to turn their websites and apps into valuable advertising platforms, providing marketers with unparalleled ability to reach and engage consumers as they shop. The transaction immediately establishes Xaxis as a significant player in the fast-growing retail media and e-commerce markets, while providing Triad

with direct access to Xaxis' technology and WPP's resources and client base. Without disclosing specifics, Xaxis said it's the largest deal it's ever done.

Triad's revenues were in excess of \$500 million for the year ended December 31, 2015. The company's retail partners include Walmart, eBay, Asda, Toys "R" Us, CVS, Sam's Club, Staples, and Kohl's, among other major global retailers. On the brand side, more than 1,500 of the world's largest advertisers utilize Triad's full-service creative, data, and production solutions



to connect with shoppers at point-of-sale. The combined companies will deliver more advanced shopper personalization tools, better targeting, new mobile products, and stronger international reach, benefitting both retailers and advertisers.

Triad employs approximately 700 people in 15 offices worldwide and will continue to operate as a standalone brand under its existing management. The company has been named three times to the Inc. 5000 List of America's Fastest-Growing Companies. Triad was founded by Greg Murtagh in 2004 and was the first company to create nationally monetized digital media programs for retailers and brands.

Petsky Prunier, led by a team of Sanjay Chadda with Matthew Kratter, served as a financial advisor to Triad Retail Media.

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### **About Petsky Prunier LLC**

Petsky Prunier ([www.petskyprunier.com](http://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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