

Petsky Prunier Ranked #1 M&A Advisor by Bloomberg in 2016 For Mid-Market Internet & Advertising Transactions

24 Deals Completed in 2016 in the Media, Marketing, and Technology Industries

Bloomberg M&A League Tables, 2011-2016					
TOP ADVISORS SERVING THE MIDDLE MARKET INTERNET AND ADVERTISING SECTORS					
2016			2011-2016		
Rank	Advisor	Deal Count	Rank	Advisor	Deal Count
1	Petsky Prunier	19	1	Petsky Prunier	103
2	Goldman Sachs	18	2	Goldman Sachs	89
3	JP Morgan	16	3	Morgan Stanley	68
3	KPMG Corporate Finance	16	4	PwC	67
5	Rothschild	15	5	Jordan Edmiston Group	65
6	Houlihan Lokey	13	6	KPMG Corporate Finance	63
6	PwC	13	7	China Renaissance Partners	52
8	Avendus Capital	11	7	GCA Savvian Group	52
8	Daiwa Securities	11	7	JP Morgan	52
10	Bank of America Merrill Lynch	9	10	Nomura	51
10	Credit Suisse	9	11	Jefferies	46
10	Jefferies	9	12	Ernst & Young	45
10	Morgan Stanley	9	13	Rothschild	44
10	Deloitte Touche Tohmatsu	9	14	Credit Suisse	43
15	Citi	8	14	Daiwa Securities	43
15	GCA Savvian Group	8	16	Houlihan Lokey	37

Based on number of deals announced in 2011-2016 valued at \$500 million or less. Internet and Advertising is defined by Bloomberg.

We completed more than 75 transactions in the last 36 months, including some of the largest and most important deals in the marketing, media, and technology industries. These transactions have ranged from strategic sales, private equity recaps, and divestitures to growth, mezzanine, and alternative financings. Industry expertise served us well, as we worked across our broad banking universe on engagements in digital advertising, marketing technology, information services, digital media, eCommerce, software, and tech-enabled services, among other areas, with both B2B and B2C-focused businesses. We also advised clients across various verticals, including healthcare, automotive, financial services, and travel, among others.

As a result of our deal volume, we have current and ongoing access to a broad range of strategic buyers, investors, and debt financing sources and have significant insight into their thinking regarding strategic needs, investment themes, valuations, and terms. We would welcome the opportunity to discuss your business and your strategic objectives. Please let us know if we can be helpful in any way, as you consider a sale, merger, acquisition, or raising capital for your company.

Some of 2016's Largest and Most Important Deals in the Marketing, Media, and Technology Industries

<p>\$200,000,000</p> <p>DELUXE</p> <p>has acquired</p> <p>FMCGDirect</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	<p>ansira data + results a portfolio company of</p> <p>KRG CAPITAL PARTNERS</p> <p>has been sold to</p> <p>Advent International GLOBAL PRIVATE EQUITY.</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	<p>MADISON LOGIC</p> <p>has been sold to</p> <p>CLARION CAPITAL PARTNERS, LLC</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	<p>Triad Retail Media a portfolio company of</p> <p>ROCKBRIDGE GROWTH EQUITY & FALCON</p> <p>has been sold to</p> <p>X AXIS a division of WPP</p> <p>PetskyPrunier INVESTMENT BANKERS</p>			
<p>TRANZACT Direct Results a portfolio company of</p> <p>White Mountains INSURANCE GROUP</p> <p>has been sold to</p> <p>CLAYTON DUBILIER & RICE</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	<p>BioPharm COMMUNICATIONS a portfolio company of</p> <p>SOUTHFIELD</p> <p>has been sold to</p> <p>OmnicomHealthGroup a division of OmnicomGroup</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	<p>\$207,000,000</p> <p>clearlink</p> <p>a portfolio company of</p> <p>PAMLICO CAPITAL</p> <p>has been sold to</p> <p>SYKES</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	<p>CLARUS commerce a portfolio company of</p> <p>NORWEST VENTURE PARTNERS</p> <p>has been sold to</p> <p>Trivergance in partnership with FALCON & LONDON</p> <p>PetskyPrunier INVESTMENT BANKERS</p>			
<p>SpinMedia has sold</p> <p>SPIN VIBE STEREOGUM deathandtaxes a billboard brand</p> <p>PetskyPrunier</p>	<p>S&E SPONSORSHIP GROUP.</p> <p>has been sold to</p> <p>dentsu a subsidiary of</p> <p>PetskyPrunier</p>	<p>SODA a network of online media brands comprised of</p> <p>Reviews.com freshome</p> <p>has been sold to</p> <p>RED VENTURES</p> <p>PetskyPrunier</p>	<p>r2i</p> <p>has received a majority investment from</p> <p>Baird Capital</p> <p>PetskyPrunier</p>	<p>PURE</p> <p>has been sold to</p> <p>W2O GROUP</p> <p>a portfolio company of</p> <p>MOUNTAINGATE</p> <p>PetskyPrunier</p>	<p>zeta</p> <p>has acquired</p> <p>acxiom impact</p> <p>from</p> <p>acxiom</p> <p>PetskyPrunier</p>	<p>Cognizant</p> <p>has acquired</p> <p>idea couture</p> <p>PetskyPrunier</p>
<p>PATH TO PURCHASE INSTITUTE</p> <p>has been sold to</p> <p>RFE</p> <p>PetskyPrunier</p>	<p>Guestline</p> <p>has received a majority investment from</p> <p>Riverside</p> <p>PetskyPrunier</p>	<p>HERO</p> <p>has received a majority investment from</p> <p>CI CAPITAL PARTNERS</p> <p>PetskyPrunier</p>	<p>THE CARLYLE GROUP and THE CARLYLE GROUP EVENT PARTNERS</p> <p>have sold</p> <p>ad more & REVSHARE comprising Media Progression Holdings</p> <p>to</p> <p>CANNELLA SERVICES PARTNERS</p> <p>PetskyPrunier</p>	<p>\$225,000,000</p> <p>Fluont</p> <p>has been sold to</p> <p>IDI</p> <p>PetskyPrunier</p>	<p>centerfield</p> <p>has received a significant growth investment from</p> <p>H I G GROWTH PARTNERS</p> <p>PetskyPrunier</p>	<p>\$100,000,000</p> <p>DATAMYX a portfolio company of</p> <p>HALYARD CAPITAL</p> <p>has been sold to</p> <p>DELUXE</p> <p>PetskyPrunier</p>
<p>Sq1</p> <p>has been sold to</p> <p>ansira</p> <p>PetskyPrunier</p>	<p>MM USA a portfolio company of</p> <p>VCP</p> <p>has sold</p> <p>MM Health Solutions an</p> <p>imshealth</p> <p>PetskyPrunier</p>	<p>WAVE IMG</p> <p>has sold</p> <p>CHAOTIC MOON</p> <p>to</p> <p>accenture</p> <p>PetskyPrunier</p>	<p>HEALTHCARE DATA SOLUTIONS</p> <p>has been sold to</p> <p>imshealth</p> <p>PetskyPrunier</p>	<p>ariad COMMUNICATIONS a portfolio company of</p> <p>bluespire</p> <p>has been sold to</p> <p>highroad CAPITAL PARTNERS</p> <p>PetskyPrunier</p>	<p>BRANDSHARE</p> <p>has been sold to</p> <p>Leeds Novamark Capital and Aperion Management, LLC</p> <p>PetskyPrunier</p>	<p>wineaccess direct from the source</p> <p>has been sold to</p> <p>NORWEST VENTURE PARTNERS</p> <p>PetskyPrunier</p>
<p>Envelopes.com</p> <p>has received a significant investment from</p> <p>TZP</p> <p>PetskyPrunier</p>	<p>cb CAMBRIDGE BIOMARKETING</p> <p>has been sold to</p> <p>everyday HEALTH</p> <p>PetskyPrunier</p>	<p>\$120,000,000</p> <p>medimedia</p> <p>has sold</p> <p>MediMedia Pharma Solutions</p> <p>to</p> <p>ICON</p> <p>PetskyPrunier</p>	<p>decipher</p> <p>has been sold to</p> <p>FocusVision</p> <p>a portfolio company of</p> <p>THOMPSON STREET</p> <p>PetskyPrunier</p>	<p>Health Market Science</p> <p>has been sold to</p> <p>LexisNexis</p> <p>a portfolio company of</p> <p>Reed Elsevier</p> <p>PetskyPrunier</p>	<p>Bloomberg BNA</p> <p>has sold</p> <p>KENNEDY Consulting Research & Advisory</p> <p>to</p> <p>ALM a portfolio company of WASSERSTEIN & CO.</p> <p>PetskyPrunier</p>	<p>\$74,000,000</p> <p>rpm</p> <p>has been sold to</p> <p>EXL</p> <p>PetskyPrunier</p>

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement advisory 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 in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

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