

## Petsky Prunier Advises THP on its Sale to Williams Lea Tag

**October 11, 2018 (New York, NY)** – Petsky Prunier is pleased to announce it has advised on-demand digital content and social media strategy firm THP on its sale to Williams Lea Tag, a leading independent global marketing activation partner and portfolio company of Advent International.

OCTOBER 2018

THP

has been sold to

 **williamsleatag**

*a portfolio company of*

 **Advent International**  
GLOBAL PRIVATE EQUITY

**PetskyPrunier**  
INVESTMENT BANKERS

*“Petsky Prunier ran an outstanding process tailored to meet our capital and strategic objectives. We engaged them to find a partner that would complement THP’s unique value proposition and presence across global markets – they delivered multiple options and, ultimately, a transaction that will accelerate our company’s growth. We would be delighted to recommend Petsky Prunier at every opportunity.”*

**Amanda Riva, CEO, THP**

Founded in 2013 and based in Toronto, THP is revolutionizing the way brands buy and create visual and social content through a comprehensive suite of fully on-demand and highly scalable services. The one-stop content shop partners with nearly 700 food, beverage, and consumer goods brands across North America, the United Kingdom, and Europe, including Campbell Soup, Chiquita, ConAgra, Kraft Heinz, Molson Coors, Nestle, and Unilever, among others. In 2016, the company opened an office in London and is now expanding to New York.

Williams Lea Tag (WLT) is the leading independent marketing activation partner trusted by 40 of the top 100 global brands worldwide to turn creative ideas into reality. The company works with clients to provide an end-to-end marketing execution services powered by the latest innovations, advanced data analytics, and deep digital expertise. As the first creative production company to provide full transparency of production spend, WLT is the leader in outsourced procurement with a range of flexible and cost-efficient models to deliver solutions across any channel anywhere in the world. Customer brands that work with the WLT family include BP, Costa Coffee, Dell, Ford, Heineken, Honda, Ikea, and Zurich, among others. With revenues of \$1.2 billion and 10,000 employees worldwide, Williams Lea Tag operates in more than 195 cities across 40 countries.



WLT expects THP's ability to deliver rapid, cost-effective, on-demand content and social media solutions effectively for key players within the food and beverage sectors to resonate with brands, as WLT continues to embed omni-channel marketing activation across its worldwide portfolio.

Petsky Prunier, with a team led by John Prunier and Edin Trto, served as the exclusive financial advisor to THP.

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### **About Petsky Prunier LLC**

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, 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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