



CG Petsky Prunier Advises MediaAlpha on its Significant Minority Investment from Insignia Capital Group

Company Valued at Approximately \$350 Million

CG Petsky Prunier is pleased to announce it has advised MediaAlpha, a pioneer in programmatic advertising platforms for native search and metasearch media, on its significant minority investment from Insignia Capital Group, a San Francisco Bay Area private equity firm focused on high-growth, middle-market companies, in connection with a recapitalization transaction that values the company at approximately \$350 million. White Mountains Insurance Group, Ltd. (NYSE: WTM) will remain a significant equity holder in MediaAlpha going forward with a 42% ownership interest on a fully-diluted basis. Petsky Prunier also advised MediaAlpha on its previous investment from White Mountains in 2014. Additional debt financing was raised from Monroe Capital in support of the transaction.

MediaAlpha is a marketing technology company. It operates transparent and efficient exchange platforms that facilitate real-time transactions between advertisers and publishers of performance media (i.e., clicks, calls, and leads). MediaAlpha has developed distinctive platform solutions for a range of insurance verticals, including auto, motorcycle, home, renter, health, and life, and non-insurance verticals, including travel, education, personal finance, and home services. MediaAlpha powers more than 200 million transactions annually, representing in excess of \$400 million in aggregate media spend.

The investment is a significant milestone for MediaAlpha and will help accelerate the company's growth plans. There will be no changes to MediaAlpha's founding management team, and the company will continue to be led by Steve Yi, co-founder and CEO.

Insignia Capital Group is a San Francisco Bay Area private equity firm focused on high-growth, middle-market companies. Insignia partners with company founders and management teams to help drive growth and achieve true business potential. The firm's principals have significant experience building businesses across a range of industries, including consumer, business services, and healthcare.

CG Petsky Prunier, with a team led by Sanjay Chadda, Lexia Schwartz, and Marc Flor, served as the exclusive financial advisor to MediaAlpha and White Mountains Insurance Group.





We welcome the chance to work with you in the future. For more information please contact:

Sanjay Chadda

Senior Managing Director Co-Head of U.S. Investment Banking
Co-Head of U.S. Technology, Media, Marketing & Information Services Investment Banking
CG Petsky Prunier
New York
1.212.842.6022
schadda@cgf.com

Lexia Schwartz

Vice President
CG Petsky Prunier
New York
1.212.842.7127
lschwartz@cgf.com

Marc Flor

Director
CG Petsky Prunier
New York
1.212.842.6034
mflor@cgf.com

About Canaccord Genuity Petsky Prunier LLC

CG Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, and e-commerce industries. In February 2019, Petsky Prunier joined the Canaccord Genuity Group to build a dominant, full-service middle market investment bank serving growth companies in our sectors of focus. Canaccord Genuity is a global, full-service investment banking and financial services company that specializes in wealth management and brokerage in capital markets. It is the largest independent investment dealer in Canada. The firm, which focuses on growth companies, has operations in 10 countries worldwide and the ability to list companies on 10 stock exchanges. Canaccord Genuity's investment banking group provides mergers and acquisitions, corporate finance, restructuring, debt advisory, and strategic advice for corporate, government, and private equity clients globally.

CANACCORD GENUITY PETSKY PRUNIER LLC | 60 BROAD STREET, 38TH FLOOR, NEW YORK, NY 10004 | 212-842-6020