



CG Petsky Prunier Advises Futuri on its Investment from Millpond Equity Partners

CG Petsky Prunier is pleased to announce it has advised Futuri Media LLC, a leading provider of SaaS technology for audience engagement and sales intelligence to broadcasters and publishers, on its investment from Millpond Equity Partners.

Futuri provides cloud-based technologies that enable broadcasters to capitalize on the rise in digital audio and video consumption and reach more than 100 million consumers daily. The company is a global leader in SaaS technology designed to drive audience and revenue growth by deepening consumers' trust in, affinity for, and loyalty to brands and the teams who represent them. Futuri's audience engagement and sales technology, for which it holds 12 published or pending patents, and its technology is used by thousands of broadcasters and publishers worldwide.

The company's audience engagement suite, including its POST podcasting and on-demand system and TopicPulse real-time social intelligence platform, provides tools that maximize ROI on content investments and enable creators to expand distribution. Futuri's sales intelligence platform, TopLine, provides clients' sales teams data-driven intelligence and content designed to increase sales efficacy and productivity.

Founded by CEO Daniel Anstandig in 2009, Futuri is headquartered in suburban Cleveland. The company has been named to the Inc. 5000 List of America's fastest-growing private companies for five consecutive years.



“ The Petsky Prunier team, led by Seth Rosenfield and Matt Kebel, worked closely with our management team to articulate our company's unique story. With their steadfast counsel and partnership, we were able to identify a growth partner that fit our goals, culture, and strategy.¹ ”

-Daniel Anstandig, CEO, Futuri Media

Millpond Equity Partners is a private equity firm focused on investing in lower middle market, growth-oriented business services companies. Headquartered in Boca Raton, Florida, the Millpond leadership team has nearly 60 years of combined private equity and operating experience, deep industry expertise, and a track record of growing

¹This paid testimonial may not be representative of the experience of other customers and is no guarantee of future performance or success.



businesses and creating value alongside management teams. Millpond combines a partnership approach with extensive, hands-on operational and investment management experience. Its experienced investment professionals work hand-in-hand with leaders of healthy and growing businesses, providing strategic guidance, resources, and support, while assisting those companies through their next phase of growth.

CG Petsky Prunier, with a team led by Seth Rosenfield and Matthew Kebel, served as the exclusive financial advisor to Futuri Media.

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

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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.

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