

TRANSACTION ANNOUNCEMENT

Canaccord Genuity Advises Omnichannel Commerce Agency Market Performance Group on its Sale to Sentinel Capital Partners

Canaccord Genuity has advised Market Performance Group (MPG) on its sale to Sentinel Capital Partners. Insignia Capital Group invested in the company in 2020 and has made a new investment in MPG in partnership with Sentinel out of Insignia's most recent fund.

Founded in 2002, Market Performance Group is a highly regarded omnichannel commerce agency providing a full suite of outsourced services to blue-chip and high-growth CPG companies. MPG has a long track record of delivering value, growth, and innovative solutions to clients, with a focus on providing strategically advantaged consumer, category, and retailer insight-driven recommendations that can be successfully implemented in market. The company's client roster includes some of the most admired Fortune 500 and private companies in the food and beverage, personal care, home goods, and over-the-counter healthcare industries.

MPG is focused on creating the best path forward—from market strategy to in-market reality—for its clients. The company offers best-in-class, end-to-end omnichannel capabilities and integrated solutions for a wide range of strategy and commercialization needs, including Strategy & Business Consulting, Omnichannel Strategy & Services, Business Analytics & Insights, Consumer Marketing & Retail Activation, Order to Cash/3 PL, and Flexforce®. MPG also provides short- or long-term, plug-and-play support for marketing, sales strategy, and other capability areas.

The company's highly regarded team of 450+ strategy and commercialization professionals combine leading-edge omnichannel expertise with strategic consumer, category, and marketplace insights to create competitive advantage and drive profitable brand growth. MPG is headquartered in Holmdel, New Jersey, with a nationwide footprint that includes operations in six other states.

Insignia Capital Group is a San Francisco Bay Area private equity firm focused on lower middle-market companies. The firm partners with company founders and management teams to help drive growth and achieve true business potential. Insignia invested in MPG in December 2020. Since then, the company has tripled revenue, scaling to more than 450 employees nationwide. Together, MPG and Insignia made significant investments in the organization and completed seven highly strategic acquisitions, all of which





accelerated the company's growth and strengthened its service offering, providing better outcomes for MPG's clients.

Sentinel invests in mid-market businesses in the United States and Canada. Sentinel targets the Business Services, Consumer, Healthcare Services, and Industrials sectors and invests in management buyouts, recapitalizations, corporate carveouts, going-private transactions, and non-control senior equity and debt securities of established businesses with EBITDA of up to \$80 million.

Canaccord Genuity, with a team led by Sanjay Chadda, Slava Leykind, Matt Hoffman, and Mike Raffaniello, served as the exclusive financial advisor to Market Performance Group and Insignia Capital.

**We welcome the chance to work with you in the future.
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