

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises Simpli.fi on its \$16 Million Series B Growth Investment Led by Frontier Capital

Funding Will Expand Programmatic Marketing Solutions Using Unstructured Data

December 12, 2013 (New York, NY) – Petsky Prunier is pleased to announce it has advised Simpli.fi, a technology company delivering highly targeted programmatic marketing solutions using unstructured data, on its \$16 million Series B growth investment led by Frontier Capital. Several existing investors, including Contour Venture Partners, also participated.



Simpli.fi is disrupting the programmatic marketing space with its proprietary technology and proven service model. The company's use of unstructured data meets a critical market need to deliver the efficiencies of programmatic buying and the effectiveness of custom-built audience targeting and optimization to advertisers of all sizes. Since the company's founding in 2010, Simpli.fi has experienced a 242% compound annual growth rate, with more than 50,000 successful advertising campaigns launched through the Simpli.fi platform.

The financing will be used to support accelerating demand from agencies, trading desks, local media networks, and other marketers looking to take advantage of the benefits of unstructured data in programmatic marketing. The company intends to increase sales and marketing efforts while continuing development of its proprietary In.finity Programmatic Marketing Platform across media types, including display, mobile, and video. Simpli.fi will continue to focus much of its employee growth at its corporate headquarters in Fort Worth, Texas.

Frontier Capital, a Charlotte-based growth equity firm focused exclusively on technology-enabled business services, makes minority and majority equity investments in high growth companies. Michael Ramich, partner at Frontier Capital, will join the Simpli.fi board of directors.

"Petsky Prunier's deep domain expertise in advertising technology and extensive network of quality investor relationships proved to be an asset to us during our Series B fundraising round. Their expertise and wise counsel guided us through the process, setting a solid foundation for the company's accelerated growth and market expansion."
Frost Prioleau, CEO & co-founder, Simpli.fi

A team from Petsky Prunier, led by Norm Colbert and Sanjay Chadda, served as exclusive financial advisor to Simpli.fi.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks in the technology, media, marketing, eCommerce, and healthcare industries. Our firm's mergers and acquisitions and private placements 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. In addition, we offer international reach through our partnership with Altium. Established for more than 20 years and privately owned, Altium is an international investment bank operating from eight offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC, member of FINRA/SIPC.