

# PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38<sup>th</sup> Floor • New York, NY 10004  
(212) 842-6020 • Fax (212) 842-6039  
www.petskyprunier.com

Contact: Amy LaBan  
(212) 842-7126  
alaban@petskyprunier.com

## Petsky Prunier Advises Decipher on its Sale to FocusVision

**January 14, 2015 (New York, NY)** – Petsky Prunier is pleased to announce it has advised Decipher Inc., a global leader in quantitative data collection and reporting software systems, on its sale to FocusVision Worldwide, Inc., backed by Thompson Street Capital Partners. With the addition of Decipher’s powerful software, FocusVision becomes the first company in the market research industry to offer comprehensive qualitative and quantitative technology solutions under one roof.



Decipher is a leading, fast-growing supplier of tech-enabled marketing research intelligence services and software to market research agencies and global brand clients. Decipher’s mission is to enable client companies to gather insights from the world’s consumers and make those insights universally accessible, useful, and actionable. In 2014, Decipher programmed more than 15,000 surveys, invited more than 250 million consumers in 76 languages to take those surveys, and received more than 55 million completed surveys with billions of answers, typically related in one way or another to the fundamental question, “*What do consumers think about my brand?*”

Decipher’s best-in-class suite of tools for authoring and deploying professional surveys, and delivering customized reporting, is now accessible to FocusVision clients. This professional and robust solution is user-friendly and easy-to-navigate, providing an opportunity to round out any company’s complete research practice.

With the acquisition of Revelation in June 2014, FocusVision became the only qualitative research technology company able to support qualitative research conducted in-person, online, mobile, in real-time, and in more than 50 countries worldwide. With this newest acquisition, FocusVision has combined Decipher’s quantitative research technologies with FocusVision’s world-class suite of research products to bring clients closer than ever to their customers. The acquisition strengthens FocusVision’s mission to advance and support worldwide market research by creating one comprehensive research platform.

Thompson Street Capital Partners (TSCP) is a St. Louis-based private equity firm that invests in service, distribution, and manufacturing businesses via recapitalizations, management buyouts, corporate divestitures, and family businesses in transition. Founded in 2000, the firm has managed more than \$800 million in private equity capital and is currently investing its third fund. TSCP partners with management teams to increase value by accelerating growth, both organically and via complimentary acquisitions.

A team from Petsky Prunier, led by Jed Laird and Chris Laird, served as exclusive financial advisor to Decipher.

***“The Petsky Prunier team positioned us well for a successful transaction, developed multiple offers from potential strategic and financial partners, and closed an attractive outcome with a strategic acquirer -- FocusVision, backed by Thompson Street Capital Partners. It was a pleasure to work with Petsky Prunier, whose constant focus on the transaction from start to finish enabled us to concentrate on growing our business.”***

**Jamin Brazil, Founder and Co-Chief Executive Officer, Decipher**

### *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 investment bank Altium, which operates from eight offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.