

# PetskyPrunier

INVESTMENT BANKERS

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## Petsky Prunier Advises Big Data and Marketing Analytics Firm RPM Direct on its Sale to EXL

**March 23, 2015 (New York, NY)** – Petsky Prunier is pleased to announce it has advised RPM Direct, LLC, a technology-enabled database, data analytics, and marketing solutions company, on its sale to EXL (NASDAQ: EXLS), a leading business process solutions company. The enterprise value of the transaction is \$74 million, which includes certain future payments and excludes other compensation.



\* Includes certain future payments and excludes other compensation

RPM specializes in analyzing large consumer data sets to segment populations, predict response rates, forecast customer lifetime value, and design and execute targeted, multi-channel marketing campaigns. RPM has focused on the insurance industry, including property and casualty, life, and health, since its inception in 2001.

The company maintains its own database and supports data on more than 250 million consumers and 120 million U.S. households. The quantity and unique combination of data attributes managed by RPM drives optimal, data-driven decision-making and enables it to build models that analyze prospects individually. RPM employs proprietary predictive analytics and domain-specific pattern recognition algorithms to deliver results through a flexible, on-demand service model.

RPM will become part of the EXL Analytics group, an industry-leading team of more than 1,500 data scientists that combines award-winning, quantitative problem-solving with analytical rigor and industry expertise to identify new channels for growth,

improve profitability, minimize risk, boost operational efficiency, and create frameworks for regulatory compliance.

The acquisition of RPM bolsters EXL Analytics' capabilities with data-driven consumer marketing expertise focused on insurance and healthcare. RPM's database management and digital marketing capabilities complement EXL's own sophisticated analytical modeling and reporting offerings and will help offer an end-to-end marketing analytics solution. Together, the companies are better equipped to tap the large demand for such marketing solutions. The addition of RPM will boost the talent pool and scale of EXL Analytics and enhance the ability to develop analytics products and drive non-linear revenue growth.

A team from Petsky Prunier, led by Sanjay Chadda and Colleen Filipo, served as exclusive financial advisor to RPM Direct.

*“As a Big Data and Marketing Analytics firm, we needed an advisor that not only understood our business model but also that could help us achieve our specific shareholder objectives. Frankly, not having been through this process before, we were understandably apprehensive. Sanjay and his team at Petsky Prunier worked 24/7 to help us position our company in the right manner to the market, led every stage of the transaction, and ended up finding a great strategic buyer for us that we were not even aware of. They exceeded our expectations in every way. And during the process, we made valuable industry contacts, met a lot of great people, and, believe it or not, had a great time! Thanks Petsky Prunier! It was a wild and ultimately rewarding ride!”*

**David Denaci, CEO, RPM Direct**

*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 nine offices across Europe. Securities transactions are processed through Petsky Prunier Securities LLC.

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