

PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38th Floor • New York, NY 10004
212.842.6022 | www.petskyprunier.com

Contact: Amy LaBan
212.842.7126
alaban@petskyprunier.com

Petsky Prunier Advises Chaotic Moon on its Sale to Accenture

July 23, 2015 (New York, NY) – Petsky Prunier is pleased to announce it has advised WME | IMG, along with Chaotic Moon founders and management, on the sale of Chaotic Moon to Accenture (NYSE: ACN). Chaotic Moon will help Accenture strengthen its suite of marketing and digital services through Accenture Interactive, part of Accenture Digital.



Austin, Texas-based Chaotic Moon has capabilities in experience strategy, digital design, prototyping, and development. The Chaotic Moon acquisition provides Accenture Interactive with expanded rapid prototyping and creative technology capabilities, as well as a regional foothold in the talent-rich Texas market. The company is known for its adventurous style, boundary-pushing technology, and a methodology that pairs designers with developers on rapid co-creation -- from conception to delivery.

Founded in 2010, Chaotic Moon is based in Austin and recently announced plans to open a second office in Dallas. The fast-growing company made its name by creating transformational digital products for popular brands, including Disney, Marvel, and others. Its bold, innovative work has won accolades for its creativity and innovation, including recognition from a leading analyst firm for its agile and rapid development processes and highly creative, innovative mobile projects. The company has also garnered strong

market recognition for its futuristic inventions, such as The Whole Foods “Smart Cart,” an autonomous cart that can follow a shopper around the store while keeping track of needed items, ingredients, and purchase totals.

Accenture is a global management consulting, technology services and outsourcing company, with more than 336,000 people serving clients in more than 120 countries. Combining unparalleled experience, comprehensive capabilities across all industries and business functions, and extensive research on the world’s most successful companies, Accenture collaborates with clients to help them become high-performance businesses and governments.

“We are the best, so we hired the best advisor.”
Ben Lamm, CEO, Chaotic Moon

Accenture Interactive, part of Accenture Digital, helps the world’s leading brands drive superior marketing performance across the full multichannel customer experience. Accenture Interactive offers integrated, industrialized, and industry-driven digital transformation and marketing solutions.

A team from Petsky Prunier, led by Sanjay Chadda and Matthew Kratter with Matei Sanders, served as exclusive financial advisor to Chaotic Moon.

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, a member of FINRA and an affiliated entity.

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