

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier Advises MultiAd on its Sale to SGS International

October 12, 2015 (New York, NY) – Petsky Prunier is pleased to announce it has advised MultiAd, Inc., a leading digital provider of subscription-based, consumer product images and related data to the retail food industry, on its sale to SGS International, Inc. The AdBuilder business, which was previously spun off by MultiAd, was not part of the acquisition and will continue to operate on a standalone basis and be run by its existing management team.



Headquartered in Peoria, Illinois, MultiAd's proprietary database, Kwikkee, stores enterprise-ready digital product images and information that power promotion, advertising, eCommerce, and merchandising activities. More than 98 percent of the top retail, eCommerce, convenience, drugstore, and wholesale companies utilize MultiAd images and data, which are provided to U.S. retail entities for use in physical and digital advertising, marketing, eCommerce, mobile, and planogram applications. MultiAd works with a number of leading U.S. retailers to ensure they obtain the highest-quality and most up-to-date product-packaging content from more than 3,000 consumer packaged goods (CPG) manufacturers.

SGS International, headquartered in Louisville, Kentucky, is a global leader in package production and related marketing services, with a strong history as a provider of design-to-print graphic services. SGS offers many of the world's leading CPG, pharma, retail, and printing companies a full spectrum of innovative packaging solutions that

streamline the capture, management, execution, and distribution of graphics information.

The addition of MultiAd to SGS will significantly enhance both companies' ability to provide clients with scalable solutions to create and distribute digital packaging assets for a wide range of uses. MultiAd's president and CEO John Kocher will continue to lead MultiAd under the SGS umbrella.

A team from Petsky Prunier, led by Seth Rosenfield, Michael Petsky, and Anil Kuruganti, served as exclusive financial advisor to MultiAd and Union Capital Corporation.

“Thank you to the Petsky Prunier team on assisting Union Capital Corporation and MultiAd on a successful sales transaction. Seth Rosenfield was a true professional from the first day we engaged with the Petsky Prunier team and has continued to communicate regularly even after the transaction was final. The Petsky Prunier team addressed any challenge that presented itself and guided us effectively through the process. My team had a very positive experience with the Petsky Prunier team.”

John Kocher, President & CEO, MultiAd

“We were most impressed with Petsky Prunier for going above and beyond what we would normally expect from an advisor. At each decision point, we were provided with thoughtful and candid advice. The Petsky team synthesized many of the deal specific complexities into workable solutions that enabled a successful transaction for all parties. In our view, the Petsky team is the “go to” firm in the information and marketing services sectors.”

Jay Landauer, Partner, Union Capital Corporation

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 merger and acquisition and private placement 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. We offer international reach through our partnerships with investment bank Altium in Europe as well as China-based The Mountain Capital Group. In India, Petsky Prunier works with Allegro Advisors and o3 Capital. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

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