

PetskyPrunier

INVESTMENT BANKERS

60 Broad Street, 38th Floor | New York, NY 10004
212.842.6020 | www.petskyprunier.com

Contact: Danielle Lindsay
212.842.6029
dlindsay@petskyprunier.com

Petsky Prunier Advises Clarus Commerce on its Sale to Trivergance in Partnership with Falcon Investment Advisors and Landon Capital Partners

Recognized Leader in eCommerce and Subscription Commerce and Loyalty Marketing Solutions

March 23, 2016 (New York, NY) – Petsky Prunier is pleased to announce that it has advised Clarus Commerce, a fast-growing leader in eCommerce and subscription commerce and loyalty marketing solutions, on its sale to Trivergance, LLC, a leading independent sponsor. Falcon Investment Advisors, LLC and Landon Capital Partners partnered with Trivergance on the transaction. Senior debt financing has been provided by Whitehorse Capital and BBVA Compass Bank. Clarus was a portfolio company of global venture capital and growth equity investment firm Norwest Venture Partners. Petsky Prunier initiated the discussions between Clarus and Trivergance and assisted the buyer with the senior debt financing.



Clarus began as the pioneer in free shipping for online shopping and has since evolved into a dynamic subscription commerce company that capitalizes on the rapidly growing market opportunity at the intersection of eCommerce and subscription-based loyalty and rewards solutions. Clarus' proprietary, flexible, and scalable subscription and benefit management technology platform delivers to both consumers and its white-label partners a suite of valuable benefits that enhance loyalty and customer engagement. Clarus' flagship product, Freeshipping.com, offers a suite of benefits to consumers, including free shipping, 10% cash back, price comparison, price guarantee, and other valuable savings across a broad range of more than 1,500 online retailers. Participating retailers benefit from increased traffic, conversions, sales, repeat purchases and loyalty, and profit.

Clarus' growing portfolio of custom white-label loyalty programs are provided to consumers on behalf of its eCommerce retailers, leading credit card companies, and top shipping companies. The company has an extensive roadmap of feature and benefit

enhancements that will drive additional value to consumers and to its white-label clients.

Trivergance, an independent sponsor, has invested in excess of \$1 billion of third-party, institutional equity capital since 2006. The firm is a unique combination of seasoned investment professionals and proven operators with a combined

team of more than 40 business building experts and executives. Trivergance leverages its operating team and intellectual property in the areas of branding, customer engagement, customer acquisition, and direct and digital marketing to produce outsized returns for its portfolio companies.

A team from Petsky Prunier, led by Sanjay Chadda, Matthew Kratter, and Marc Flor, served as exclusive financial advisor to Clarus and Norwest Venture Partners.

“There is only one way to describe Petsky Prunier – ‘Unrelenting tenacity and persistence.’”

Tom Caporaso, CEO, Clarus Commerce

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 global reach supplemented through our partnerships with investment bank Altium in Europe, as well as The Mountain Capital Group in China, and Allegro Advisors and o3 Capital in India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.

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