

PetskyPrunier

INVESTMENT BANKERS

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Petsky Prunier is an Advisor to TRANZACT on its Sale to Clayton, Dubilier & Rice

Petsky Prunier has Represented TRANZACT in Three Completed Transactions Since 2011

August 2, 2016 (New York, NY) – Petsky Prunier is pleased to announce the completed sale of TRANZACT, the leading provider of comprehensive, direct-to-consumer sales and marketing solutions to the insurance sector in the U.S., to private investment firm Clayton, Dubilier & Rice, LLC (“CD&R”).



CD&R announced its agreement to acquire the company on June 9, 2016, and closed the transaction on July 21, 2016. Terms of the transaction were not disclosed. White Mountains Insurance Group (NYSE: WTM) has been invested in TRANZACT since 2014 and will exit with this transaction. Petsky Prunier represented TRANZACT on its majority investment from White Mountains in 2014 for approximately \$280 million.

TRANZACT provides a turnkey, direct-to-consumer sales capability to insurance carriers. The company provides sophisticated digital, data, and direct marketing solutions that, combined with licensed sales execution capabilities, deliver new policy holders to carriers in three primary insurance verticals: Health, Life, and P&C/Auto. TRANZACT markets these insurance products by dedicating professional licensed agents to each carrier's

brand and applying its proven marketing techniques, sales execution strategies, case management practices, data-driven analytics, and compliance infrastructure. In addition, the company licenses its proprietary technology to help its customers enhance their insurance marketing and sales operations. Its customers include the leading brands in the insurance industry.

CD&R invests in European and U.S.-based businesses. Since inception, the firm has managed the investment of \$22 billion in 70 companies representing a broad range of industries with an aggregate

transaction value of more than \$100 billion. CD&R was founded in 1978 and has offices in London and New York.

A team from Petsky Prunier, led by Partner and Managing Director Sanjay Chadda, served as a financial advisor to TRANZACT.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, eCommerce, and healthcare industries. Our firm's merger and acquisition advisory and private placement capital raising 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 The Mountain Capital Group in China, as well as 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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