

Petsky Prunier Advises R2integrated on its Majority Investment from Baird Capital

*Adobe Marketing Cloud Mid-Market Partner of the Year
Positioned for Continued Growth*

September 15, 2016 (New York, NY) – Petsky Prunier is pleased to announce that it has advised R2integrated (“R2i”), a leading independent, digital agency focused on integrating marketing cloud technology with brand strategy and demand generation, on its majority investment from Baird Capital. R2i’s senior management will retain a significant equity stake in the agency. R2i was previously a portfolio company of ORIX Mezzanine & Private Equity.



"We selected Petsky Prunier for their strategic insights, access, and positioning. We were further impressed by the deal team's work ethic, negotiating skill, and the richness of their counsel. Petsky Prunier's excellent reputation is highly deserved."

Matt Goddard, CEO, R2integrated

R2i guides companies through a complex marketing landscape and builds integrated solutions that accelerate success. R2i’s unique alignment between marketing technology, brand strategy, and demand generation results in compelling creative campaigns, better user experiences, and deeper customer connections. The agency leverages areas of expertise, including web development and technology, multi-channel campaigns, media, loyalty and retention, sales enablement, brand strategy, and content marketing, to provide effective marketing integration solutions for its clients. R2i clients include American Cancer Society, Aramark, Atlantic Health, Chevron, Hershey, MasterCard, Microsoft, Symantec, and University of Arizona.

The agency was awarded Adobe Marketing Cloud Mid-Market Partner of the Year for its more than 400% year-over-year growth in its Adobe practice and has consistently produced award-winning work as recognized by



Communicator Awards, W3s, Webby Awards, and Addys.

The investment will provide R2i with capital to support its strategic growth plans. R2i's expansion opportunities include growth within specific geographic markets, industry verticals, and across its marketing cloud center of excellence and strategic partner channels, including Adobe, Sitecore, and Acquia Drupal. Baird Capital was attracted to R2i's consistent revenue and profitability, as well as its ability to serve a growing but fragmented market with deep knowledge across technology-based marketing solutions.

Baird Capital makes private equity, growth equity, and venture capital investments in strategically targeted sectors around the world through offices in Chicago, London, and Shanghai, and is the direct private investment arm of Robert W. Baird & Co.

Petsy Prunier, with a team led by John Prunier and Anil Kuruganti, served as exclusive financial advisor to R2i.

About Petsy Prunier LLC

Petsy Prunier (www.petsyprunier.com) 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 Petsy 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 Petsy Prunier Securities LLC, a member of FINRA and an affiliated entity.

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