

Petsky Prunier Advises Full-Service Creative and Digital Design Agency JWALK on its Sale to Shiseido Americas

March 13, 2017 (New York, NY) – Petsky Prunier is pleased to announce it has advised JWALK, a leading, full-service creative agency with cutting-edge creative capabilities, digital design expertise, and go-to-market agility, on its sale to Shiseido Americas Corporation. Shiseido Americas is the Americas regional headquarters and a consolidated subsidiary of Tokyo-based Shiseido Company, Limited (TYO: 4911). Shiseido Company trades on the Tokyo stock exchange.



“There is only one firm we would hire on either coast or anywhere between. Petsky Prunier, once again, did a great job for us.”

Doug Jacob, Founder
JWALK

Since JWALK’s founding in 2010 by Doug Jacob, Michael Lastoria, and Charlie Walk, the agency and its team of experts have become leaders in the art of purpose-driven creative design, partnering with marquee lifestyle-driven brands across the beauty, fashion, hospitality, spirits, and consumer packaged goods industries to drive success in brand building and digital communication. The acquisition of JWALK significantly and immediately elevates Shiseido’s creative excellence and speed and is consistent with the company’s VISION 2020 goal to accelerate the growth of its brands through effective digital strategies and consumer-oriented marketing.

As an integrated part of the Shiseido Americas organization, JWALK will work hand-in-hand with Shiseido’s brand teams, playing a role in the entire creative process, from strategy to execution and from concept to delivery. JWALK will provide innovative ideas, digital savviness, and creative support to help strengthen each brand’s creative consistency across all consumer touchpoints.

JWALK has a long-standing relationship with Shiseido, having worked with the company for the last four years, particularly on the company’s bareMinerals and Buxom brands. In addition to the agency’s work



with Shiseido's global brands, JWALK will continue working with new and existing, non-competitive clients in order to further develop its competitive edge and top talent pool.

Petsky Prunier, with a team led by Partner and Managing Director Sanjay Chadda, served as exclusive financial advisor to JWALK.

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 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 in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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