

## Petsky Prunier Advises APCO Worldwide on its Capital Raise to Support its Buyout of Outside Minority Shareholder

*Leading Global Strategic Communications Consultancy Reaffirms its Commitment to Independence, Building a Firm for the Future*

**July 12, 2017 (New York, NY)** – Petsky Prunier is pleased to announce it has advised APCO Worldwide, the world’s largest women and employee-owned global communication consultancy, on its capital raise supported by Citibank and Monroe Capital. Proceeds from the capital raise were used for a buyout of minority shareholdings held by an outside institutional investor. The arrangement will also provide potential for additional capital, which APCO can use for growth, acquisition and continued innovation to meet the changing demands of the marketplace and to better service clients.



APCO, which was named the Public Affairs Agency of the Year in 2017 by *The Holmes Report*, secured its independence in 2004 after more than a decade as an affiliate of Grey Global Group. Since its inception in 1984, it has grown from a small one-office firm to a diverse global consultancy servicing high-profile clients in more than 80 markets around the world. APCO’s revenue has more than doubled since obtaining its independence in 2004.

The world’s most influential companies, governments, nonprofit organizations and NGOs, and high-net worth individuals rely on APCO to build their brands, grow their businesses, secure and protect their reputations, and thrive in complex environments.

Petsky Prunier’s transaction team was led by Sanjay Chadda and Matthew Kratter.

*“You were great partners on this journey and a well-oiled machine! Please know you have our deepest appreciation and will now be official members of the APCO family, as we take our next steps on this journey.”*

**Margery Kraus, Executive Chairman & Founder,  
APCO Worldwide**

## **About Petsky Prunier LLC**

Petsky Prunier is one of the leading investment banks to the marketing, communications, media, information, Internet and information technology, eCommerce, and healthcare information industries. Our firm's merger and acquisition and 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. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

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