

Petsky Prunier Advises Full Service Digital Commerce Provider BrandShop on its Sale to Beringer Capital

November 7, 2017 (New York, NY) – Petsky Prunier is pleased to announce it has advised BrandShop, a full service digital commerce provider for consumer brands, on its sale to Beringer Capital. BrandShop's management team retains a significant equity interest in the company. BrandShop was previously a portfolio company of private equity firm Veronis Suhler Stevenson Partners, LLC.

NOVEMBER 2017

BRANDSHOP

*a full service digital commerce provider
to Fortune 1000 brands*

has sold a majority stake to

BERINGER
CAPITAL

PetskyPrunier
INVESTMENT BANKERS

"We have hired Petsky Prunier multiple times. Each time they have delivered us a successful outcome. We look forward to working with them again."

**Jeffrey Stevenson, Managing Partner,
Veronis Suhler Stevenson Partners, LLC**

BrandShop is the leading provider of digital commerce solutions for Fortune 1000 companies. Powering the growth of direct-to-consumer Brand Marketplaces, BrandShop fuses technology, design, and analytics to streamline the way products are discovered and purchased, delivering unprecedented insight to brands. Co-founded by Brian F. Martin and Reuben S. Hendell, BrandShop works with more than 50 clients, including Casio, Cuisinart, Ping, Jaguar, Georgia-Pacific, Land Rover, Hershey's, Mrs. Meyer's Clean Day, and Waterpik, among others.

The majority of ecommerce solutions in the market today are designed to serve retailers, but BrandShop has focused successfully on the significant need to assist and serve consumer brands in unlocking the power of the data and corresponding analytics that come from enabling direct commerce. The partnership Beringer Capital will provide BrandShop with the capital to continue scaling its direct-to-consumer digital commerce services for established and aspiring brands, enabling them to expand sales channels, access and analyze critical transaction-driven consumer data, and drive greater consumer brand loyalty.



Beringer Capital is a leading private equity firm that invests in technology-led companies that serve leading brands. Beringer Capital partners with founders and management teams to build significant businesses through a combination of organic growth and add-on acquisitions. Earlier this year, Beringer acquired Blue Acorn, an award winning digital commerce service provider. The acquisition of BrandShop is the fourth of Beringer Capital's third fund.

Petsky Prunier, with a team led by Sanjay Chadda, served as exclusive financial advisor to BrandShop.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, 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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