

## Petsky Prunier Advises Throtle on its Series B Funding led by TransUnion

### *Financing to Power the Future of Second Generation Data Onboarding and Identity Resolution*

**December 13, 2017 (New York, NY)** – Petsky Prunier is pleased to announce it has advised Throtle, a data onboarding company focused on deterministic identity resolution, on its Series B funding round led by global credit risk and information solutions provider TransUnion, with additional participation from Auren Hoffman, the founder and former CEO of LiveRamp. The financing will accelerate the growth and breadth of Throtle's ability to resolve more consumer touch points down to a single user and provide valuable audience insights for analysis, optimization, and product development.

DECEMBER 2017



*a data onboarding company focused on deterministic matching and identity resolution*

has received an investment from



PetskyPrunier  
INVESTMENT BANKERS

***"Petsky Prunier was a critical partner in navigating and completing the financing process. Their combination of strategic and venture capital relationships led to a very efficient and successful outcome for Throtle."***

**Paul Chachko, CEO and founder, Throtle**

Throtle is a second generation data onboarding company focused on deterministic matching, identity resolution, and closed loop enablement, powering brands and companies with their omnichannel marketing efforts. The company's data-centric onboarding approach provides the highest level of accuracy, scale, and customer connectivity for clients that want to showcase their products to their known customers. Founded in late 2015, Throtle now has 45 employees and offices in New Jersey, New York, and Maryland.

TransUnion is a leading global risk and information solutions provider to businesses and consumers. The company provides consumer reports, risk scores, analytical services and decisioning capabilities to businesses. Businesses embed its solutions into their process workflows to acquire new customers, assess consumer ability to pay for services, identify cross-selling opportunities, measure and manage debt portfolio risk, collect debt, verify consumer identities,



and investigate potential fraud. Consumers use its solutions to view their credit profiles and access analytical tools that help them understand and manage their personal information and take precautions against identity theft.

In conjunction with the Series B financing, Throtle is also pleased to announce the appointment of digital industry veteran and innovator David Moore to Throtle's board of directors. David was the founder and CEO of 24/7 Media, acquired by WPP in 2007. Mr. Moore has more than 35 years of experience in digital and media technology, including his current roles as chairman of Xaxis and president of WPP Digital.

Petsky Prunier, with a team led by Sanjay Chadda, Mike Petsky, and Edin Trto, served as exclusive financial advisor to Throtle.

---

#### **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.

For further information: Amy LaBan, 212-842-7126, [alaban@petskyprunier.com](mailto:alaban@petskyprunier.com)

###