

Petsky Prunier Advises Multicultural Market Intelligence, Data, and Analytics Expert Geoscape on its Sale to Claritas

January 11, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised Geoscape International, Inc., a leading multicultural market intelligence company, on its sale to Claritas, a portfolio company of the Carlyle Group. Geoscape was previously owned by New MainStream Capital.

JANUARY 2018



Geoscape®
a portfolio company of



has been sold to



a portfolio company of

THE CARLYLE GROUP

PetskyPrunier
INVESTMENT BANKERS

“Petsky Prunier feels the pulse of the data/technology industry and worked with us tirelessly towards the best possible outcome - five stars for sure.”

César M. Melgoza, Founder & CEO, Geoscape

The entire Petsky Prunier team was knowledgeable, professional, dedicated, and hard-working – they did a fantastic job and were a pleasure to work with.”

Kevin M. Jordan, Co-Founder & Managing Director, New MainStream Capital

Geoscape is known for its unique data, technology, depth of knowledge, and understanding of multicultural consumers, who account for approximately 40 percent of the U.S. population, as well as 95 percent of population growth and consumer spending. The company serves many of the world’s leading brands and agencies with a full-range of marketing consulting services, research, data-rich online systems, and analytics containing unique consumer insights.

Geoscape provides automated intelligence systems, unique data products, research and analytic services for companies seeking to accelerate growth by tapping into new mainstream consumers in the U.S., Canada, and Europe. The company’s online Geoscape Intelligence System (GIS), its DirectTarget® database enrichment system, and its geo-demographic, consumer, business, and media databases enable actionable insights that lead Geoscape’s clients to significant business advantages. The acquisition of Geoscape will deepen Claritas’ consumer insights and help clients gain wider access to multicultural consumer groups.

Claritas provides marketers with a comprehensive view into the buying behaviors and media choices of consumers and businesses through proprietary



segmentation analysis powered by unique data sources and direct consumer research. Its unique methodology enables marketers to view a household's lifestyle and media behaviors, including new measures of wealth and technology adoption. Through Claritas' core product, PRIZM® Premier Segmentation, clients can better understand where their consumers live, work, play, and shop for more effective and efficient marketing across all channels.

Petsky Prunier, with a team led by Michael Petsky, Seth Rosenfield, and Christopher Heasman, served as exclusive financial advisor to Geoscape.

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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