

Petsky Prunier Advises mTAB on its Sale to Milestone Partners

June 7, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised mTAB LLC, a leading provider of database services, data analytics, and data visualization solutions, on its sale to Milestone Partners, a private equity firm focusing on companies in technology-enabled solutions, financial services, and technology-driven manufacturing sectors.



*"We chose Petsky Prunier based on the firm's unparalleled reputation for excellence in marketing services, data, and software transactions. The team was a powerhouse with 24*7 unwavering commitment to putting our interests first, exceeding even my own lofty expectations of a first-class M&A advisor. They added a ton of value."*

Alex Gelman, Chief Executive Officer, mTAB LLC

Based in Anaheim, California and Essex, United Kingdom, mTAB provides database services and cloud-based data analytics platforms to enterprise clients in a variety of end markets, including automotive OEM, consumer devices, insurance, and consulting. The company specializes in standardizing and integrating customer experience survey and voice of the customer data across multiple market research providers, platforms, formats, and years. mTAB's proprietary data structuring engine is supported by reporting and business intelligence tools that enable customers to present and visualize critical insights from the data and understand its implications quickly.

mTAB's market-tested suite of software and services is recognized for its ability to normalize unstructured survey data, driving enterprise-wide insights and fast decision-making for its global customer base. The company is leveraging its proprietary technology platforms and leadership status in the automotive OEM vertical to enter new markets and expand its product offerings.

Milestone Partners is a private equity firm that partners with management to invest in leveraged buyouts and recapitalizations of lower middle market businesses. Milestone pursues companies in tech-enabled



solutions, financial services, and tech-driven manufacturing sectors. Based in suburban Philadelphia, Milestone has closed a total of 100 acquisitions, add-ons, and sale transactions since its founding in 1995, while managing more than \$660 million of committed capital.

Petsky Prunier, with a team led by John Prunier, Jed Laird, and Anil Kuruganti, served as exclusive financial advisor to mTAB.

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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