

Petsky Prunier Advises Match Marketing Group on its Sale to Southfield Capital

July 19, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised Match Marketing Group Inc., a leading North American omnichannel marketing services firm, on its sale to Southfield Capital, a premier middle-market private equity firm. Match was previously a portfolio company of Beringer Capital.



“Petsky Prunier was critical to our process, providing unrivaled expertise and hands-on partnership to help Match highlight its leadership position, particularly across the Data Analytics, Experiential, and Retail areas of our business. Petsky Prunier provided invaluable counsel throughout the engagement, which resulted in a successful outcome for Beringer Capital. We look forward to the next chapter.”

Michael Dill, President & CEO
Match Marketing Group

Match Marketing Group provides a suite of end-to-end marketing services focused on driving consumer demand and sales conversion. The company offers strategy, insights and data analytics, social and digital media, shopper marketing, experiential, merchandising, and retail solutions. Match has more than 500 employees across eight offices in the U.S. and Canada, with headquarters in Norwalk, Connecticut and Toronto, Ontario.

The company’s marketing services platform is deeply rooted in the understanding of consumer preference and sales conversion, combining data-driven insights with award-winning creative and flawless execution. DDX, Match’s proprietary data analytics platform, publishes, manages, and optimizes content based on consumer motivations, driving conversion in digital, as well as enhancing performance in experiential, retail marketing, and merchandising, among other areas.

Match partners with many of the largest consumer product companies, including Diageo and MARS Canada, among others. The company also serves other category leaders, such as Progressive, Ford Motor Company, and Adidas.

Southfield Capital is a private equity firm that invests in high-growth, lower middle market companies in the



outsourced business services sector. The firm partners with management to scale the business through a combination of organic and acquisition growth strategies.

Petsky Prunier, with a team led by Sanjay Chadda and Lexia Schwartz, served as the exclusive financial advisor to Match Marketing Group and Beringer Capital.

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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