

Petsky Prunier Advises Jun Group on its Sale to Advantage Solutions

September 11, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised mobile video advertising company Jun Group Productions LLC on its sale to Advantage Solutions (Advantage). Jun Group was previously a portfolio company of New York-based private equity firm Halyard Capital.



Jun Group is a mobile video and branded content advertising platform serving many of the largest advertisers and publishers in the U.S. marketplace. The company's advertising technology enables its network of 100 million people to watch videos and visit the web pages of Fortune 500 brands on mobile devices, tablets, and laptops/desktops. Jun Group creates custom audience segments from opt-in poll questions on its platform and then delivers targeted, full-screen digital ads across devices that are always viewable and brand-safe. The company is based in New York City, with offices in Chicago, Seattle, and Orange County.

Advantage is a leading business solutions provider, offering a customizable suite of technology-enabled sales and marketing solutions designed to help clients drive consumer demand, increase sales, and achieve operating efficiencies across a broad range of channels. Jun Group's mobile SDK gives Advantage direct access to tens of millions of consumers in brand-safe environments, placing Advantage at the forefront of multi-channel, holistic marketing that's based on consumer preference and personal interest. Clients of both companies will immediately enjoy the benefits of true, consumer-centric advertising that's highly targeted and works seamlessly across channels – allowing clients to reach the right people, at the right times, with the right messages.

"Petsky Prunier are the Navy Seals of investment banking. They're elite. Our process was a clinic: every meeting, every call, every document was executed at the highest level, and I've never seen any team work harder."

**Mitchell Reichgut, Chief Executive Officer
Jun Group**



Jun Group will continue operating under its current name as a business unit within Advantage’s marketing division, Advantage Marketing Partners, a collective of specialty agencies spanning experiential, shopper, and digital marketing. Headquartered in Irvine, California, Advantage has offices throughout the United States, Canada, and Europe.

Petsky Prunier, with a team led by Sanjay Chadda and Matthew Kratter, served as the exclusive financial advisor to Jun Group.

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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