

## Petsky Prunier Advises MightyHive on its Pending Sale to S<sup>4</sup> Capital, the New Age Digital Advertising and Marketing Services Company Led by Sir Martin Sorrell

*Leading Programmatic Media Consultancy For Advanced Marketing and Advertising Technologies will Strengthen Offerings to Global, Multinational, Regional, and Local Clients and Influencer-Driven Millennial Brands*

**December 5, 2018 (New York, NY)** – Petsky Prunier is pleased to announce it has advised MightyHive, Inc., a market-leading programmatic solutions provider and one of the largest Certified Google Marketing Platform Partners, for future-thinking marketers and agencies, on its pending sale to S<sup>4</sup> Capital plc (SFOR.L), the new age/new era digital advertising and marketing services company, in a transaction valued at US\$150 million. As a result of the merger, MightyHive will become a wholly-owned subsidiary of S<sup>4</sup> Capital. Pete Kim, MightyHive CEO and co-founder, and Christopher S. Martin, MightyHive COO and co-founder, will join the S<sup>4</sup> Capital Board of Directors, while also remaining in their roles running the day-to-day operations of MightyHive along with third co-founder and CTO Lexi Viripaeff.



MightyHive is a new breed of media consultancy that partners with global brands and agencies seeking transformative marketing results in a time of significant disruption and opportunity. Recognized as a global leader in advanced marketing and advertising technologies, MightyHive provides consulting and services in the areas of media operations and training, data strategy, and analytics. The company is headquartered in San Francisco, with offices in New York, London, Toronto, Singapore, Stockholm, and Sydney.

The transaction with S<sup>4</sup> Capital will enable MightyHive to meet rapidly growing demand from clients and expand the opportunities the consultancy can help its clients unlock. The merger with MightyHive furthers S<sup>4</sup> Capital's strategy of aligning award-winning digital creative content, digital media planning and buying, and first-party data capabilities

*"There are critical times in the development of a company when nothing but the best will do. The challenge is to determine who can actually deliver. MightyHive chose Sanjay Chadda, Lexia Schwartz, and the team at Petsky Prunier, and we have never once looked back. Simply extraordinary."*

**Pete Kim, CEO/Co-Founder, MightyHive**

and follows S<sup>4</sup> Capital's acquisition of international digital creative content and production company MediaMonks earlier this year. MediaMonks' award-winning digital creative production and MightyHive's market-leading programmatic offering will give clients end-to-end, fully integrated, seamless capabilities in purely digital marketing. Following both the MightyHive merger and the recent opening of the MediaMonks office in San Francisco, S<sup>4</sup> Capital's focus on the West Coast of the United States and the digital natives at companies including Facebook, Google, Microsoft, and others, as well as software giants Adobe, Oracle, and Salesforce, will intensify.

S<sup>4</sup> Capital was created with the objective of building a digital, multinational business in the advertising and marketing services sector. S<sup>4</sup> Capital's mission is to create a new era/new age digital solution embracing data, content, and technology in an always-on environment for global, multinational, regional, and local clients, and for millennial-driven digital brands concentrated in three key areas initially – the development of a global digital content platform; first-party data fuelling both digital media planning and creative ideas; and, finally, digital media buying.

Petsky Prunier, with a team led by Sanjay Chadda and Lexia Schwartz, served as the exclusive financial advisor to MightyHive.

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### **About Petsky Prunier LLC**

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, e-commerce, 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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