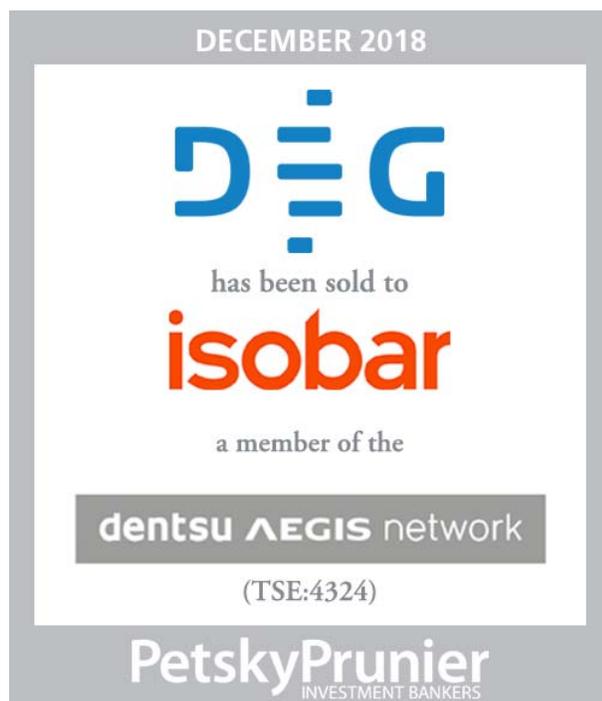


Petsky Prunier Advises DEG on its Sale to Dentsu Aegis Network

Combination Creates the Dominant Experience, Commerce, and Digital Transformation Agency in the US and One of the Largest Agency Partners of Salesforce in the World

December 20, 2018 (New York, NY) – Petsky Prunier is pleased to announce it has advised digital commerce agency and Salesforce Platinum Consulting Partner Digital Evolution Group LLC (DEG) on its sale to Dentsu Aegis Network Ltd. DEG, a top provider of data-driven marketing, commerce, and collaboration solutions in the U.S. market, will join Isobar, a leading global agency focused on experience-led transformation, powered by creativity. The agency will be called “DEG, Linked by Isobar.”



“Petsky Prunier has an unparalleled team, reputation, and approach that provided our company myriad options to explore. This allowed us to make a deal that was the best outcome for our clients, associates, and future growth of our firm.”

Neal Sharma, CEO, DEG

One of the fastest growing and most respected digital commerce agencies in the country, DEG helps clients market to the moment with relevant and data-driven marketing, commerce, and collaboration solutions. The firm offers a comprehensive suite of marketing and technology services that enable brands to implement and integrate e-commerce platforms with digital marketing strategy and campaigns. DEG is a Salesforce Platinum Consulting Partner and the only three-time Salesforce Marketing Cloud Partner of the Year. The agency also has strategic partnerships with Hootsuite, Sitecore, Adobe Magento, Google, and Microsoft.

Headquartered in Overland Park, Kansas, DEG has additional offices in Denver, Pittsburgh, and Des Moines. Its clients include Purina, AMC Theatres, Fender Guitars, Hallmark, and LVMH, among others. The agency was named one of the “25 Companies Changing the World,” by *Inc. Magazine* for its unique and entrepreneurial approach to the marketplace. DEG CEO Neal Sharma will continue to lead the agency and will report directly to Deb Boyda, CEO of Isobar US. The DEG management team will remain unchanged.



By joining the Dentsu Aegis Network, DEG will enhance Isobar’s ability to deliver end-to-end commerce solutions and support both Dentsu Aegis Network’s continued growth strategy for the US and Isobar’s commitment to delivering experience-led transformation. The combined DEG and Isobar team will become the dominant experience, commerce, and digital transformation agency in the country, cementing Dentsu Aegis Network as one of the largest agency partners of Salesforce in the world, as well as positioning Isobar and DEG as a leading multi-cloud agency partner with significant practices focused on the Adobe (including Magento Commerce), Sitecore, and Microsoft cloud platforms. Dentsu Aegis Network and Isobar are Adobe Global Alliance Solution Partners, and Isobar is an Enterprise Magento Partner, winning 2018 Regional and Global Commercial Partner of the year. DEG brings additional Magento Commerce and Microsoft scale to the US market, while also enhancing Isobar’s capability to deliver experience-led B2C and B2B commerce on the Adobe and Magento platforms.

Isobar is a global digital agency of 6,500 people across 45 markets united by a mission to transform businesses, brands, and people’s lives with the creative use of digital. The agency delivers experience-led transformation, solving complex business challenges through its marketing, ecosystems, and products and services offering. Key clients include Coca-Cola, adidas, Enterprise, P&G, Philips, and Huawei. Isobar is part of the Dentsu Aegis Network, a wholly owned subsidiary of Dentsu Inc.

Dentsu Aegis Network is made up of ten global network brands – Carat, Dentsu, dentsu X, iProspect, Isobar, mcgarrybowen, Merkle, MKTG, Posterscope, and Vizeum, and supported by its specialist/multi-market brands. Dentsu Aegis Network is Innovating the Way Brands Are Built for its clients through its best-in-class expertise and capabilities in media, digital, and creative communications services. Offering a distinctive and innovative range of products and services, Dentsu Aegis Network is headquartered in London and operates in 145 countries worldwide with more than 40,000 dedicated specialists.

Petsky Prunier, with a team led by Sanjay Chadda, JP Michaud, and Clayton Young, served as the exclusive financial advisor to DEG.

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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