

## Petsky Prunier Completes More Than 20 Transactions Since July 2017 in the Media, Marketing, Information, and Technology Industries

*Ranked #1 M&A Advisor by Bloomberg for  
Mid-Market Internet & Advertising Transactions*

### Transactions Announced Since July 2017

 <p>Geoscape<sup>®</sup> a portfolio company of NEW MAINSTREAM CAPITAL</p> <p>has been sold to</p>  <p>CLARITAS a portfolio company of THE CARLYLE GROUP</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>List Partners</p> <p>has received a significant investment from</p>  <p>NCP NORTHLANE CAPITAL PARTNERS</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>THROTTLE ONBOARDING</p> <p>has received an investment from</p>  <p>TransUnion<sup>tu</sup></p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>Carlton Group</p> <p>has received a strategic investment from</p>  <p>H. I. G. GROWTH PARTNERS</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>Hayes</p> <p>has been sold to</p>  <p>TractManager a portfolio company of</p>  <p>ARSENAL CAPITAL PARTNERS</p> <p>PetskyPrunier INVESTMENT BANKERS</p>
 <p>BRAND CONNECTIONS</p> <p>has been sold to</p>  <p>ADVANTAGE SOLUTIONS</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>ymarketing</p> <p>has been sold to</p>  <p>sandbox</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>katch</p> <p>has sold its Over 65 health insurance and life insurance business including</p>  <p>Healthplans<sup>sm</sup></p> <p>to</p>  <p>MediaAlpha a portfolio company of</p>  <p>White Mountains SECURITIES (NYSE:WTM)</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>BVACCEL</p> <p>has acquired</p>  <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>DataIot</p> <p>has received an investment from</p>  <p>LIGHTYEAR CAPITAL</p> <p>PetskyPrunier INVESTMENT BANKERS</p>
 <p>allconnect.</p> <p>has been sold to</p>  <p>RED VENTURES</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>cogint (NASDAQ: COGT)</p> <p>including its wholly-owned subsidiary</p>  <p>FLUENT</p> <p>to combine with</p>  <p>BlueFocus International</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>Simplifi</p> <p>has sold a majority stake to</p>  <p>GTCR</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>medicalknowledgegroup.</p> <p>a portfolio company of</p>  <p>CIVC PARTNERS</p> <p>has been recapitalized by</p>  <p>MTS HEALTH PARTNERS</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>BRAND CONNECTIONS</p> <p>has been sold to</p>  <p>ADVANTAGE SOLUTIONS</p> <p>PetskyPrunier INVESTMENT BANKERS</p>
 <p>REALGEEKS</p> <p>has been sold to</p>  <p>FIDELITY NATIONAL FINANCIAL (NYSE: FNFV)</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>ZIFF DAVIS</p> <p>has sold its indirect wholly-owned subsidiary</p>  <p>cb CAMBRIDGE BIOMARKETING</p> <p>to</p>  <p>UDG Healthcare plc (LON: UDG)</p> <p>PetskyPrunier INVESTMENT BANKERS</p>	 <p>APCO worldwide<sup>®</sup></p> <p>capital raise to support a buyout of minority shareholding held by an outside institutional investor</p>  <p>MONROE CAPITAL</p> <p>and</p>  <p>citi</p> <p>PetskyPrunier INVESTMENT BANKERS</p>		

Note: The merger for Fluent and BlueFocus International announced September 2017 is pending and waiting regulatory approval.  
A number of transactions closed in 2017 were not announced.

## Year After Year, Petsky Prunier is the Leading Investment Bank For the Middle Market Internet & Advertising Sectors

Bloomberg M&A League Tables		
TOP ADVISORS SERVING THE MIDDLE MARKET INTERNET AND ADVERTISING SECTORS		
2011-2017		
Rank	Advisor	Deal Count
<b>1</b>	<b>Petsky Prunier</b>	<b>114</b>
2	Goldman Sachs	104
3	KPMG Corporate Finance	78
4	Morgan Stanley	77
5	PwC	76
6	Jordan Edmiston	74
7	JP Morgan	64
7	GCA Savvian	64
9	Ernst & Young	63
10	Rothschild	60

Based on number of deals announced in 2011-2017 valued at \$500 million or less. Internet and Advertising is defined by Bloomberg.

**Petsky Prunier has completed more than 20 transactions since July, continuing momentum that has seen our firm close more than 75 engagements in the last 36 months on behalf of clients for which we have been privileged to work.** These successful transactions have ranged from strategic sales, private equity recaps, and divestitures to growth and debt financings. Industry expertise served us well, as we worked across our broad banking universe on engagements in digital advertising, marketing technology, information services, digital media, eCommerce, software, and tech-enabled services, among other areas. We also advised clients across various verticals, including healthcare, financial services, insurance, real estate, and retail, among others.

As a result of our deal volume, we have current and ongoing access to a broad range of strategic buyers, investors, and debt sources and have significant insight into their thinking regarding strategic needs, investment themes, valuations, and terms. We would welcome the opportunity to discuss your business and your strategic objectives. Please let us know if we can be helpful in any way, as you consider a sale, merger, acquisition, or raising capital for your company.

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## About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, 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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