



SPOTLIGHT DINNER

AGENDA:

Wednesday, November 7, 2018
The Princeton Club of New York

6:30 Reception

7:45 Dinner & Presentations

9:00 Additional Cocktails & Networking

SPEAKERS:

Jonny Townsend, Co-Founder
[Circus Street](#)

Rick West, CEO
[Field Agent](#)

Kayvon Bina, Co-Founder
[Metric Collective](#)

George Russell, CEO
[PureRED](#)

Mitchell Weisman, CEO
[RevJet](#)

Andrew Feigenson, CEO
[Simmons Research](#)

John Buckley, CEO
[Subject Matter](#)

Ron Elwell, CEO
[Swoop](#)

Shelby Walsh, President
[Trend Hunter](#)

Eric Berry, CEO
[TripleLift](#)

Bill Adler, CEO
[True Fit](#)

Jamie Rosen, CEO
[WayBetter](#)

*Please contact us if you would like to arrange a meeting
or call with one of the presenters outside of this event.*

Jonny Townsend, Co-Founder, Circus Street



Jonny is the co-founder of Circus Street and is based full-time in New York, running the commercial operations for Circus Street North America and Latin America. A key focus for Jonny is to ensure that all Circus Street's regions work together to win and grow business globally. This has proved to be extremely effective with key brand clients, including Mars and Unilever, and complex agency networks, such as WPP. Prior to founding Circus Street, Jonny held senior commercial roles within the telecommunications and learning sectors.

About Circus Street

Circus Street is an online learning tool that teaches companies how to do business in a digital world. A guiding principle of Circus Street is Marshall McLuhan's insight that "anyone who tries to make a distinction between education and entertainment doesn't understand the first thing about either." Circus Street has created a unique approach to learning by blending visual arts, education, and technology, which has led to some of the world's most recognized brands choosing Circus Street to help their teams take advantage of how technology is changing the entire commercial landscape. As a result, Circus Street enjoys significant global growth and retention from its blue-chip customer base. www.circusstreet.com

Rick West, CEO, Field Agent



Rick is an experienced CEO and co-founder of multiple start-ups with emphasis in technology, innovation, and CPG. As a leader in the retail industry for 17 years in the U.S., Hong Kong, and Thailand, he has been an entrepreneur for more than 17 years in the U.S. and currently serves as a speaker and mentor within the business community and research industry.

About Field Agent

Field Agent has changed the way the world collects business information. We leverage the power of crowdsourcing and mobile technology to provide real-time business information. We provide observation (audits), experience (CX), and insights (research) from locations and homes utilizing media, AI, and image recognition. Our clients range from Fortune 100 companies to local businesses, all of which need fast, accurate, real-time information. www.fieldagent.net

Kayvon Bina, Co-Founder, Metric Collective



Kayvon is the co-founder of Metric Collective, a startup studio scaling companies that optimize customer acquisition and lifetime value for brands. Prior to co-founding Metric, Kayvon had nearly a decade of experience in venture capital, mergers and acquisitions, and strategy consulting in the technology and interactive media industries. Kayvon has served as a vice president in the technology, media, and telecom group of Lazard, as an investment professional with Goldman Sachs Capital Partners, and as a consultant with Deloitte Consulting.

About Metric Collective

Metric Collective incubates companies that leverage technology, digital channels, and messaging to optimize lead generation, conversion, and customer acquisition for e-commerce, retail, or SMBs. Portfolio companies include FranchiseHelp (4x Inc 5000), Metric Digital (one of the fastest-growing agencies in the Facebook / Instagram ecosystem), Cadence (lead response and appointment-setting over text messaging), Oakscale (scaling brands through franchising), and Y Combinator-backed Boostable (powers marketplace advertising for companies like Eventbrite). You can find Metric's talented assembly of entrepreneurs, engineers, designers, and digital marketers in our headquarters in New York, NY and Santa Monica, CA. www.metriccollective.com

George Russell, CEO, PureRED



George brings more than 35 years of leadership in building successful consumer product, retail, and marketing technology companies. George's passion is in helping clients grow their businesses by providing powerful consumer insights, ideas, and the possibilities of digital technology. Under George's leadership since 2016, PureRED has now grown to become one of the industry's most trusted marketing services and technology partners. George started his career at Young & Rubicam on the J&J and Kraft General Foods accounts and then moved over to the client side to Gillette, where he was director of marketing for the blades and razors business, and at Warner Lambert, where he led the turnaround of Schick & Wilkinson Sword. George has also served as chief operating officer of Duane Reade Drugstores and founded his own digital marketing services firm eCommerce Solutions LLC. He has also worked as an operating partner for Bain Capital, Oak Hill Capital Partners, GSO / The Blackstone Group, and Cerberus Capital Management.

About PureRED

PureRED is the leading technology enabled marketing services partner creating highly effective retail marketing content at the scale, speed, and precision required by large enterprise retailers. PureRED is a retail expert with 50+ years of creating and executing mission-critical digital promotional content, data management, and related marketing services for some of the world's largest retailers and consumer brands. www.purered.net

Mitchell Weisman, CEO, RevJet



Mitchell is founder and CEO of RevJet, whose ad experience platform is used by many Fortune 500 marketers. He is also chairman of LifeStreet Media, a company he founded that became the #1 ad provider to Facebook app developers. A happy father and serial digital marketing entrepreneur by day and mediocre musician by night, Mitchell has been building and leveraging digital marketing experience management technologies at various startups since 2000, generating more than \$1 billion of total revenue from five ventures prior to launching RevJet.

About RevJet

The RevJet Ad Experience Platform is the first and only comprehensive, enterprise-grade SaaS infrastructure of its kind. Fortune 500 marketers and their agencies are rapidly standardizing on RevJet to meet the long list of ever-changing requirements of delivering meaningful customer experiences at scale across all digital advertising touch-points and formats, across the entire buyer journey. www.revjet.com

Andrew Feigenson, CEO, Simmons Research



Andrew is known for being a business leader who brings creative solutions to clients and his own teams. Prior to Simmons, he spent more than seven years at Nielsen, where he was chief revenue officer at Nielsen Catalina solutions and where he ran Nielsen's Digital organization. Notably, during Andrew's tenure, Nielsen became a leader in digital media and measurement, launched new products including Digital Ad Ratings and the Nielsen Audience Segments, and acquired eXelate and Vizu. Andrew began his career in management consulting with Accenture and Cap Gemini, where he worked with leading global companies. Subsequently, he held executive roles in a series of private equity and venture-backed companies.

About Simmons Research

For decades Simmons has been the secret to success for a select group of strategists and research professionals schooled in the art and science of mining data for insights. Simmons' technology-led transformation now makes power insights accessible and actionable to brand builders, strategists, planners, and sales, regardless of data acumen. When coupled with an expert support team, this combination of unparalleled attitudinal and behavioral data, proprietary insights creation, and self-service technology makes Simmons the essential consumer insights engine for high impact problem solvers determined to protect brand relevancy and drive substantial return on investment. www.simmonsresearch.com

John Buckley, CEO, Subject Matter



John is chief executive officer of Subject Matter and has spent more than 35 years in Washington managing large teams and integrated communications programs within corporations, agencies, and political campaigns. His corporate experience includes 10 years running communications and advertising at Fannie Mae (1991-2001), and five years as EVP of communications at AOL (2002-2007.) His decade of agency experience most recently includes being managing director of The Harbour Group (2008-2016). John has held senior positions in three presidential campaigns, including deputy press secretary to Reagan-Bush '84, press secretary to Jack Kemp's 1988 campaign, and communications director to Dole-Kemp '96. He is the author of three novels and a best-selling business book.

About Subject Matter

Subject Matter is an 80-person creative advocacy firm based in Washington, D.C. We combine all of the tools of creative content and advertising with strategic communications and government relations. It's a clever combination – media experts locking arms with lobbyists, writers, and art directors collaborating with legislative strategists, creative technologists, supporting coalition builders. Subject Matter's clients include Fortune 100 companies and well-known brands, the nation's foremost nonprofit organizations, as well as Washington's premier trade associations. They know that we customize our teams to meet precisely their needs, whether it's a single service or a comprehensive solution, and whether they want to reach an audience of millions or just one. The systems we create for our clients are unique to each situation and can emphasize earned media placements, owned digital and offline platforms, shared activations and engagements via social media, paid advertising campaigns, and all of the above. The work we do can defend reputations, shape the message environment, and move public opinion. www.teamsubjectmatter.com

Ron Elwell, CEO, Swoop



Ron brings an extensive background in high tech and online media to his role as CEO and co-founder of IMP.ai and Swoop. His background includes Goal.com, the premier online soccer media company, where he served as CEO; Bessemer Ventures, where he acted as partner and led numerous investments in advertising, wireless, and new media; and more than 20 years as an executive involved in speech and language technologies.

About Swoop

Swoop is an integrated marketing platform for identifying and activating the ideal population for both pharmaceutical and automotive brands. By integrating healthcare claims, prescription, and other health data in a patent pending, privacy-safe HIPAA compliant architecture, Swoop utilizes advanced AI to identify the ideal patient population for any pharmaceutical brand. Be it undiagnosed rare disease patients, predicting therapy progression,

or adherence, this ideal patient population is then connected to their treating physicians allowing for the first-time integrated marketing campaigns between personal promotions teams, HCP advertising, and consumer advertising, all of which is optimized for real world diagnostic outcomes, such as prescription lift or increased patient compliance. For automotive, browsing data of in-market consumers, location data, automotive ownership, warranty, and insurance data, as well as demographic and psychographic data, are combined within our AI environment to deliver messaging targeted to drive a measurable increase in both the number of households visiting dealing locations, as well as the average number of visits a household makes. www.swoop.com

Shelby Walsh, President, Trend Hunter

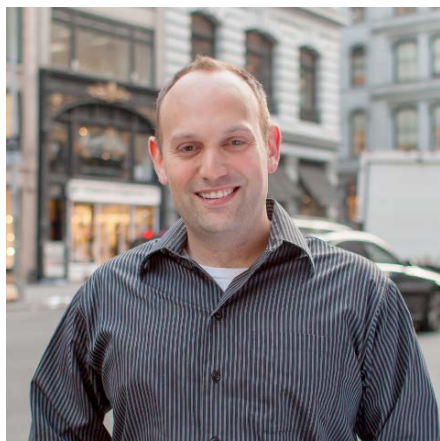


Shelby is the president of Trend Hunter. She has been awarded Top 30 Under 30 and WXN's Top 100 Most Powerful Women in Canada and has been featured on *BNN*, *TIME*, and *Financial Post*. You can regularly find her in the downtown Toronto Trend Hunter office overseeing a growing team of more than 50 or writing for publications like the *Globe & Mail*, sharing data-driven insights from TrendHunter.com that showcase retail, lifestyle, tech, and marketing trends. Shelby's been a part of Trend Hunter's exciting exponential growth since 2009, providing brands, such as Adidas, IBM, Disney, and Samsung, with custom trend research, helping them to find better ideas, faster.

About Trend Hunter

600 brands, billionaires, CEOs, and NASA rely on Trend Hunter to accelerate innovation. Founded in 2006, Trend Hunter has enhanced thousands of teams on more than 8,000 custom projects. The organization helps these Fortune 1000 brands find better ideas, faster, by igniting a culture of innovation, providing custom research to help inspire new products, services, and campaigns, and enhancing consumer insight. On top of this, Trend Hunter is helping brands like McDonald's, Unilever, and Lacoste save time, effort, and money, delivering this custom research 20x faster for 1/10th the price using its crowd-filtered model. www.trendhunter.com

Eric Berry, CEO, TripleLift



Eric is the CEO and co-founder of TripleLift. Eric has worked in ad tech for almost a decade and is regularly published as a thought leader in publications like *AdWeek*, *The Huffington Post*, *Forbes*, and *AdExchanger*. He was previously an early employee at AppNexus and was also an attorney at Simpson Thacher & Bartlett.

About TripleLift

TripleLift uses components of advertisements and technology to create integrated, user-centric publisher monetization experiences that can be purchased via real-time bidding. The company's products include native advertising, where assets are integrated into the digital publisher's look and

feel using computer vision; branded content, where intelligence and optimization tools allow content components to be reformatted per publisher; and CTV / OTT, where computer vision can integrate advertising directly into the stream of content in the right spot at the right time. TripleLift is a profitable, VC-funded company headquartered in NYC with more than 200 employees across 12 offices in five countries with well in excess of \$100 million in revenue. It has been a Crain's Best Places to Work in NYC for the last three years, is on the Inc. 500 and the Deloitte Fast 500 for multiple years in a row, and was a Forbes Most Promising Company in America. www.triplelift.com

Bill Adler, CEO, True Fit



Bill brings 25+ years of leadership and experience building global brands and scaling successful businesses across retail, software, and services to True Fit, where he has been the founding CEO and president since 2010. Under Bill's leadership, True Fit has raised nearly \$100 million in venture capital to build and scale the Fashion Genome. With a world-class team of established retail and data science leaders, True Fit has organized and mapped the world's largest platform of footwear and apparel data through strategic partnerships with thousands of top brands, hundreds of the world's leading retailers, and more than 60 million consumers. Powered by sophisticated AI, True Fit's platform provides retailers and brands in this massive data collective with a competitive advantage and growth platform, which has allowed True Fit to scale rapidly. Prior to True Fit, Bill was an EIR and consultant to Battery Ventures after spending nearly a decade with Timberland, the \$2 billion publicly traded global brand and retailer, in a variety of senior roles ranging from strategy to global brand management to general management. Most recently, he founded and ran Timberland Business Direct, the company's B2B operation, which he launched and scaled to profitable growth across channels and integrated into Timberland's global business.

About True Fit

True Fit is a data-driven personalization platform for footwear and apparel retailers. It hosts the largest collective of apparel and footwear data through partnerships with the world's leading retailers, thousands of top brands, and 70+ million consumers. True Fit's Genome™, the first data set mapped for footwear and apparel, helps retailers and brands unlock digital growth from the nearly \$2 trillion footwear and apparel industry. True Fit's Genome powers its award-winning Confidence Engine®, enabling retailers to provide personalized fit ratings and size recommendations to shoppers, resulting in dramatic increases to net revenue. True Fit also helps unlock digital growth with its Discovery Engine®, which allows retailers to curate highly personalized collections to each consumer. In addition, True Insight™ provides retailers and brands unparalleled insights to optimize marketing, merchandising, and product development. Consumers who use True Fit buy more and return less: through several A/B tests conducted by independent expert firms, True Fit continually demonstrates a 3-7 percent incremental site-wide lift to retailers' net revenue. www.truefit.com

Jamie Rosen, CEO, WayBetter



Jamie started WayBetter after seeing friends compete in an office weight loss contest. People who seldom exercised were suddenly jogging at lunch, sneaking chocolate onto their competitors' desks, and laughing a lot. Something remarkable was happening in that office, and Jamie decided to find a way to recreate that healthy energy on a larger scale, using fun to motivate people to stick to their goals. It's no coincidence that fun is core to all of WayBetter's games – after graduating from Harvard, Jamie invented toys and, later, patented some games that he sold to Yahoo!. He's a fan of the Fun Theory, which says that life is better when you can turn work into play.

About WayBetter

WayBetter makes it fun to get healthy with games that employ a mix of competition, social support, and financial incentives. Our games help people stick to their commitments—from eating better to exercising more to quitting smoking. Our approach is powered by behavioral science and behavioral economics, and it works. Our first game, DietBet, has helped 700,000 people lose more than 10 million pounds. Our second game, StepBet, nudges people to take 30% more steps every day. We are developing new games across different verticals, including SweatBet (exercise) and QuitBet (smoking cessation). We have gotten to cashflow breakeven on \$6 million in capital as we generate revenue from every player by taking a cut of the pot. We also sell memberships and merchandise. Earlier this year we paid out our 50 millionth dollar to our winners. The founder is a serial entrepreneur who dropped out of HBS to start his first internet company. www.waybetter.com

Petsky Prunier Ranked #1 M&A Advisor by Bloomberg 2011-17 For Mid-Market Internet & Advertising Transactions

*Deal Volume Remains High in 2018 – 35 Engagements Completed in the Last Twelve Months
in the Media, Marketing, Information, and Technology Industries*

Bloomberg M&A League Tables		
TOP ADVISORS SERVING THE MIDDLE MARKET INTERNET AND ADVERTISING SECTORS		
2011-2017		
Rank	Advisor	Deal Count
1	Petsky Prunier	114
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

Note: "Middle Market" transactions are valued at \$500 million or less; "Internet and Advertising" is defined by Bloomberg; LTM as of 3Q18

Petsky Prunier is one of the most active investment banks in the media, marketing, information, and technology industries.

Our transactions include strategic sales, private equity recaps, and divestitures, as well as growth, mezzanine, and alternative financings. We are industry experts working across a broad banking universe with companies focused on marketing technology, digital advertising, information services, digital media, e-commerce, software, and tech-enabled services, among other areas, with both B2B and B2C-focused businesses. We also advise clients across various verticals, including healthcare, automotive, financial services, and travel, 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 financing sources and have significant insight into their thinking regarding strategic needs, investment themes, valuations, and terms. We 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.

Representative Recent Transactions

 <p>WILLOWTREE[®]</p> <p>has received a significant investment from</p>  <p>INSIGNIA CAPITAL GROUP</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>THP</p> <p>has been sold to</p>  <p>williamsleatag</p> <p>a portfolio company of</p>  <p>Advent International GLOBAL EQUITY GROUP</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>cluep</p> <p>has been sold to</p>  <p>IMPACTGROUP</p> <p>a portfolio company of</p>  <p>CI CAPITAL PARTNERS</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>Applied Info Group <small>LEAD & DATABASE MARKETING THAT BELIEVES</small></p> <p>has been sold to</p>  <p>OSS</p> <p>a portfolio company of</p>  <p>AQUILINE CAPITAL PARTNERS LLC</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>jun group</p> <p>a portfolio company of</p>  <p>HALYARD CAPITAL</p> <p>has been sold to</p>  <p>ADVANTAGE SOLUTIONS</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>BVACCEL</p> <p>has sold a majority stake to</p>  <p>AUGUSTSPARK</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>
 <p>Giant CREATIVE STRATEGY</p> <p>a portfolio company of</p>  <p>SHAMROCK CAPITAL ADVISORS</p> <p>has been sold to</p>  <p>HUNTSWORTH</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>matchmg</p> <p>a portfolio company of</p>  <p>BERINGER CAPITAL</p> <p>has been sold to</p>  <p>SOUTHFIELD</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>SWC TECHNOLOGY PARTNERS</p> <p>a portfolio company of</p>  <p>SVOBODA[™] CAPITAL PARTNERS</p> <p>has been sold to</p>  <p>BDO</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>ENGAGED MEDIA</p> <p>has been sold to</p>  <p>APTUS HEALTH</p> <p>an indirect subsidiary of</p>  <p>MERCK (NYSE:MRK)</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>mTAB[®]</p> <p>Take your research further.</p> <p>has been sold to</p>  <p>MILESTONE PARTNERS</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>MILLENNIUM 1 SOLUTIONS</p> <p>a portfolio company of</p>  <p>THE CORES GROUP</p> <p>has been sold to</p>  <p>dimension data</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>
 <p>AHM</p> <p>a portfolio company of</p>  <p>A.C.P. ARLINGTON CAPITAL PARTNERS</p> <p>has been sold to</p>  <p>IQVIA[™] (NYSE:IQV)</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>Caring.com</p> <p>a division of</p>  <p>RED VENTURES</p> <p>has been sold to</p> <p>a conversion of family office and private equity investors.</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>Traackr</p> <p>has successfully completed a Series B Financing led by</p>  <p>WORKHORSE GROWTH CAPITAL</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>Lenati</p> <p>has announced a definitive merger agreement with</p>  <p>pk prokarma</p> <p>a portfolio company of</p>  <p>THE CARLYLE GROUP (NASDAQ:CGI)</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>REPLY (STAR:RBY)</p> <p>has acquired</p>  <p>VALOREM</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>TAKE 5 MEDIA GROUP</p> <p>has been sold to</p>  <p>ADVANTAGE SOLUTIONS</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>
 <p>INVODO</p> <p>a portfolio company of</p>  <p>S3 Ventures</p> <p>has been sold to</p>  <p>INDUSTRIAL COLOR STUDIOS</p> <p>a portfolio company of</p>  <p>Frontenac</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>FreshAddress THE EMAIL ADDRESS EXPERTS</p> <p>has received a strategic investment from</p>  <p>TZP GROUP</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>ZORCH[®]</p> <p>a portfolio company of</p>  <p>BRIDGE STREET CAPITAL</p> <p>has sold a majority stake to</p>  <p>SATORI CAPITAL</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>peloton advantage medicine in motion</p> <p>has received a growth investment from</p>  <p>AMULET CAPITAL PARTNERS LP</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>katch</p> <p>has sold its auto insurance, home insurance, mortgage, and technology assets to</p>  <p>QUIN STREET (NASDAQ:QNST)</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>Geoscape[®]</p> <p>a portfolio company of</p>  <p>NEW MOUNTAIN CAPITAL</p> <p>has been sold to</p>  <p>CLARITAS</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>
 <p>List Partners</p> <p>has received a significant investment from</p>  <p>NCP NORTHLANE CAPITAL PARTNERS</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>THROTTLE CORPORATION</p> <p>has received an investment from</p>  <p>TransUnion</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>Carlton Group</p> <p>has received a strategic investment from</p>  <p>H.I.G. GROWTH PARTNERS</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>Hayes</p> <p>has been sold to</p>  <p>TractManager</p> <p>a portfolio company of</p>  <p>ARSENAL CAPITAL PARTNERS</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>BRANDSHOP</p> <p>has sold a majority stake to</p>  <p>BERINGER CAPITAL</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>ymarketing</p> <p>has been sold to</p>  <p>sandbox</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>
 <p>katch</p> <p>has sold its Over 65 health insurance and life insurance business including</p>  <p>Healthplans</p> <p>to</p>  <p>MediaAlpha</p> <p>a portfolio company of</p>  <p>The Motorman GROUP (NYSE:WTMO)</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>BVACCEL</p> <p>has acquired</p>  <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>DataLot</p> <p>has received an investment from</p>  <p>LIGHTYEAR CAPITAL</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>allconnect.</p> <p>has been sold to</p>  <p>RED VENTURES</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>Simplifi</p> <p>has sold a majority stake to</p>  <p>GTCR</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>medicalknowledgegroup.</p> <p>a portfolio company of</p>  <p>CIVIC</p> <p>has been recapitalized by</p>  <p>MTS Health Partners</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>
 <p>BRAND CONNECTIONS</p> <p>has been sold to</p>  <p>ADVANTAGE SOLUTIONS (NYSE:FNYS)</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>realGEEKS</p> <p>has been sold to</p>  <p>FIDELITY NATIONAL FINANCIAL (NYSE:FNFI)</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></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 <small>ADVISOR BOARD</small></p>	 <p>APCO worldwide[®]</p> <p>capital raise to support a buyout of minority shareholding led by an outside institutional investor</p>  <p>MONROE CAPITAL</p> <p>and</p>  <p>citi</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>LUCID</p> <p>has received a \$60MM Series B minority investment led by</p>  <p>NORTH BRIDGE growth equity</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>	 <p>JWALK</p> <p>has been sold to</p>  <p>SHISEIDO AMERICAS</p> <p>a division of</p>  <p>SHISEIDO GROUP (TSO: 8911)</p> <p>PetskyPrunier <small>ADVISOR BOARD</small></p>