

PetskyPrunier
INVESTMENT BANKERS



SPOTLIGHT DINNER

AGENDA:

Wednesday, November 1, 2017
The Princeton Club of New York

6:30 Reception

7:45 Dinner & Presentations

9:00 Additional Cocktails & Networking

SPEAKERS:

Nancy Smith, President & CEO
Analytic Partners

Jessica Rovello, CEO
Arkadium

Robert Rose, President
Bridge Marketing

Jonathan Poma, CEO
BVAccel

Thomas Noyes, CEO
Commerce Signals

Neal Sharma, CEO
DEG

Mitchell Reichgut, CEO
Jun Group

Tom Band, CEO
Millennium1 Solutions

Evan Luzzatto, President
NYLON Media

Nancy Lazaros, CFO
Pixability

Ross Freedman, Co-CEO
Rightpoint

Jim Anderson, CEO
SocialFlow

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

Nancy Smith, President & CEO, Analytic Partners



Nancy founded Analytic Partners in 2000. Nancy leads the independent, global analytics consultancy based out of the New York headquarters. Prior to starting Analytic Partners, Nancy worked at ASI (now Ipsos ASI) and Clairol (now P&G), where she managed marketing insights projects, teams, and vendors. With Analytic Partners, Nancy is proud to lead the world's largest independent, global marketing analytics consultancy.

About Analytic Partners

Analytic Partners is an independent, global marketing analytics company that leverages adaptive modeling techniques and tools to help companies generate better marketing ROI, drive growth, and, ultimately, grow closer to their customers. Founded in 2000, we work with marketers through a perfect balance of people and technology to build deep knowledge about brands, customers, and competitors that is converted into sound strategies aimed at improving business performance. Analytic Partners is proud to have been awarded the "Smart Data Agency of the Year" award by I-COM in 2017. www.analyticpartners.com

Jessica Rovello, CEO, Arkadium

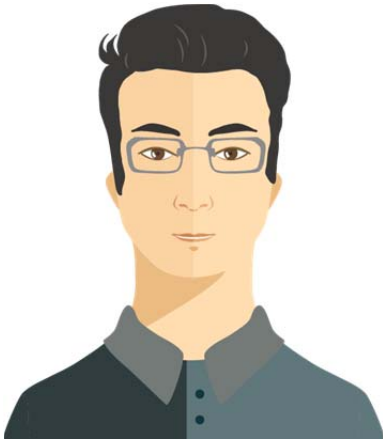


Jessica is the CEO and co-founder of Arkadium, which provides interactive, visual content to more than 450 of the world's best-known brands and publishers. Founded in 2001, Arkadium has developed products ranging from games (notably Microsoft Solitaire Collection, one of the most played games of all time) to dynamic editorial tools allowing journalists to embed visual data and interactive content in their articles. Previously, at just 24, she pioneered modern digital viral marketing when she produced the website for The Blair Witch Project. A fierce proponent of evergreen business building and living a full life, Jessica was recently featured on the cover of *Inc.* magazine.

About Arkadium

Since 2001, Arkadium has worked with more than 450 of the world's leading publishers, from giants like Time Inc., Gannett (USA Today, etc.) and tronc (Chicago Tribune, LA Times, etc.), to CNN, The Washington Post, TMZ properties, and more. Arkadium's suite of publisher solutions improves on-site audience attention, engagement and retention, increases reader loyalty, and drives new revenue. Arkadium is headquartered in New York City with an additional office in Russia, and was named "Best Workplace" by *Inc.* magazine. www.arkadium.com

Robert Rose, President, Bridge Marketing



Robert, CEO of Bridge Marketing, has more than 25 years of experience in the digital marketing industry. Bridge Marketing was founded in 2010 to provide the most innovative solutions for today's leading agencies and brands, quickly evolving from a traditional email marketing agency into a full-service data and marketing solutions agency. Since 2010, Bridge Marketing has acquired Linear 360, its first ESP, to fulfill clients' email marketing needs. Bridge subsequently acquired Motrixi to create its own in-house DSP, as well as AppJolt, now known as oneAudience, its first-party mobile intelligence platform, to connect the offline, online, and mobile world for powerful and personalized marketing.

About Bridge Marketing

As a company, Bridge aims to be human, evolving, accessible, and inherently interesting. Through its people-based marketing approach, Bridge creates and delivers personalized media plans on the individual level, putting consumers at the heart of every campaign. Since its founding, Fortune 500 companies, leading agencies, and fast-growing entrepreneurial businesses have trusted Bridge to build real-world custom audiences and hyper-engaged campaigns across all platforms. Bridge's humanized data and innovative technologies have the power to connect, convert, and exceed a company's marketing objectives. www.thebridgecorp.com

Jonathan Poma, CEO, BVAccel



Jonathan joined BVAccel in 2017 as CEO and is the founder and former CEO of Rocket Code, an eCommerce infrastructure agency focused on strategy and design that merged with BVAccel. Prior to Rocket Code, Jonathan led eCommerce for HOMAGE, and, prior to that, served as a technical business analyst and an information architect for Dynamit.

About BVAccel

Brand Value Accelerator (BVAccel) is one of the pioneer Shopify Plus Partners and the fastest growing Shopify agency in the world. We are innovative, data-driven experts from across the eCommerce sector, and we maintain impactful partnerships with Shopify, Optimizely, and Google. With a best-in-class technology stack, we create valuable shopping experiences that serve as the foundation of revenue acceleration. We create mobile-first shopping experiences that are anchored in the three pillars of eCommerce: acquisition, conversion, and retention. We are informed by data and inspired by design. The results are unparalleled customer experiences that are highly converting and promote limitless growth. www.bvaccel.com

Thomas Noyes, CEO, Commerce Signals



Recognized as one of the Top 25 innovators in financial services and as one of the Top 25 influencers in banking, Tom is also the founder and CEO of Commerce Signals. Tom has more than 20 years of experience in banking, payments, software development, venture finance, consumer marketing, and sales. His resume includes roles with NASA, Citigroup, 41st Parameter, and Starpoint. His team at Starpoint worked with customers including Google, Amazon, Amex, Verizon, Mastercard, and more. Tom knows that collaboration and data sharing takes much more than technology, and it is through trust, experience, and reputation that new networks are built.

About Commerce Signals

Commerce Signals connects advertisers and publishers with near-real-time insights from payment transaction data. The company delivers value beyond the payment transaction, while giving data owners control of the use and price. Advertisers, agencies, and publishers within retail, restaurants, hospitality, travel, and entertainment industries use insights derived from the data to optimize media tactics and measure the incremental omni-channel sales driven by their advertising. www.commercesignals.com

Neal Sharma, CEO, DEG



Neal is co-founder and CEO of DEG, a trusted digital marketing partner to national and global brands. DEG is consistently recognized as one of the fastest growing companies in America and one of the best places to work in the region, and was named one of *Inc.* magazine's "25 Companies That Are Changing The World." As CEO, Neal leads the direction of DEG's strategy, operations, and expansion, helping client partners realize their potential through the creative application of technology.

About DEG

One of the fastest-growing companies in the country, DEG is a full-service digital agency purpose-built to help clients master the moment with relevant and data-driven marketing, commerce, and collaboration solutions. The agency's creative application of technology offers an unparalleled understanding of its clients' customers, and its strong technology partnerships with Salesforce.com, Sitecore, and Microsoft, among others, provide a unique ability to drive results. DEG serves flagship brands across the country, including Hallmark, AMC, Purina, Nikon, and Timberland. www.degdigital.com

Mitchell Reichgut, CEO, Jun Group



Mitchell is the CEO and co-founder of Jun Group. Prior to founding Jun Group in 2005, Mitchell led Bates Interactive, the online unit of Bates Worldwide Advertising, now owned by WPP. As general manager/creative director, Mitchell helped grow Bates Interactive into a 70-person integrated unit with clients including EDS, Moet & Chandon, and Warner-Lambert. Before joining Bates, Mitchell served as creative director at Think New Ideas. Mitchell began his career as an art director at Grey Advertising, where he created print and television advertisements for clients. Throughout his career, he's worked with major brands across industries, including Procter & Gamble, Parker Brothers, Budweiser, Rockport, Reebok, and Sony.

About Jun Group

Jun Group delivers gorgeous, full-screen video on mobile, desktop, and tablet devices. We also drive qualified visitors to any brand's webpage or branded content. Our audience opts-in to view your content, so you know you're reaching the right person. The world's best-known brands trust Jun Group to connect them with their customers, because everything we do is viewable, brand-safe, and transparent. www.jungroup.com

Tom Band, CEO, Millennium1 Solutions



Tom is a highly respected and recognized leader within the business process outsourcing (BPO) and service industry in Canada, with more than 25 years of senior leadership experience in operations, sales, and marketing that has been deeply rooted in the financial services and telecom sectors. Under Tom's guidance as Millennium's CEO, and prior role as president and COO, the organization has become one of Canada's fastest growing BPO entities. The company has grown at 14% CAGR since 2015 (twice the industry rate), while also completing a dramatic turnaround of its profitability with a 700 BPS improvement in adjusted EBITDA, now delivering top quartile industry performance. Tom is well respected both within and outside of the organization for his ability to deliver

optimized performance in highly dynamic environments in balance with his passionate and respectful people leadership style.

About Millennium1 Solutions

Millennium1 Solutions (Millennium Process Group) is an award-winning Canadian BPO solutions provider with an exceptionally strong track-record of providing end-to-end B2B2C solutions for its customers and their clients.

Millennium manages delivery of critical processes for its customers, supporting their needs for technology, capacity, and flexibility, as well as industry leading strategic insights and solutions across its three service delivery towers; contact center, credit card operations, and back office solutions. Millennium has 40 years' experience with customers, including many of the largest Canadian and multinational corporations in the financial services, insurance, retail/loyalty, and eCommerce sectors. www.millennium1solutions.com

Evan Luzzato, President, NYLON Media



Evan Luzzato is president and a member of the board of directors of NYLON Media, where he oversees all of the digital, social, content, creative studio, influencer, and experiential businesses under the Nylon, Socialyte, and Simply brands. He previously was in business development at Snap and part of the team that built and scaled the Discover platform, overseeing the expansion of the platform in France, the U.K., and Germany. Prior to Snap, he held positions at Instagram and Facebook. Evan began his career at investment bank Siemer & Associates.

About NYLON Media

NYLON Media is a leading international provider of fashion, beauty, music, and pop culture content for today's millennial women with digital, video, social, influencer, eCommerce, and live event programs. NYLON—launched in 1999—has expanded its unique dedicated cult following into a true global multimedia audience reaching more than 30 million users digitally and more than 100 million socially via its influencer platform Socialyte. www.nylon.com

Nancy Lazaros, CFO, Pixability



With 30 years of financial experience in the media technology industry, Nancy excels at developing scalable financial models to drive rapid expansion, and has spearheaded several complex acquisitions and successful exits throughout her career. Prior to Pixability, Nancy spent three years as the first CFO of video advertising management and distribution solutions provider, Extreme Reach, and before that served as CFO of digital marketing technology company x+1 Solutions.

About Pixability

Pixability is a video advertising technology company that helps media professionals deliver outstanding campaign performance across YouTube, Facebook, Instagram, Twitter, Snapchat, and Spotify. Advertisers use Pixability's software to activate video at every stage in the consumer journey. Pixability provides sophisticated targeting, automated media execution, and verifiable viewability and

placements across premium video platforms. Pixability is headquartered in Boston with offices in New York, San Francisco, Chicago, and London. www.pixability.com

Ross Freedman, Co-CEO, Rightpoint



Ross is co-founder and co-CEO at Rightpoint, a leading independent customer experience agency with technology at its core. Ross' responsibility at Rightpoint is to enable the company to achieve its shared vision and build a culture where teams can do career and industry-defining work. Under Ross' leadership, Rightpoint has grown to become a national agency with eight offices throughout the country, as well as an India offshore operation. Ross started his career in the consulting space within Arthur Andersen's Advanced Technology Practice as a software developer and went on to start or manage other companies prior to co-founding Rightpoint in 2007. A pioneer and a visionary in

creating breakthrough digital experiences, Ross continues to drive creativity and tech innovation with an eye towards the future of digital. In 2015, Ross received the prestigious EY "Entrepreneur of the Year" award for the Midwest.

About Rightpoint

Rightpoint is an award winning customer experience agency headquartered in Chicago with offices in Boston, Los Angeles, New York, Dallas, Atlanta, Denver, Detroit, and Jaipur. Rightpoint helps organizations create seamless digital experiences driven by insight, strategy, design, and technology to transform the way its clients do business. Whether the focus is on increasing customer engagement to build brand advocacy or creating a more connected company with engaged employees to drive higher internal productivity, Rightpoint brings together various disciplines across strategy, user-centered design, and technology to solve problems in areas, such as web, mobile, social, commerce, IoT, CRM, cloud, collaboration, and analytics. Rightpoint is one of a small handful of nationally managed Microsoft National Systems Integrators, as well as both Platinum Sitecore and EPIServer partners. Over the years, Rightpoint has received several awards, including *Chicago Tribune's* "Top Workplaces", *Forbes'* "Most Promising Companies in America", several Webby Awards, Crain's "Chicago Business Top 20 Best Places to Work", *Consulting Magazine's* "Seven Small Jewels", Inc 500's "Fastest Growing Companies", and Microsoft's "Central Region Partner of the Year" award. www.rightpoint.com

Jim Anderson, CEO, SocialFlow



Jim has a distinguished track record in technology, with a +20 year career that spans the development, productization, and sale of technology solutions in both B2B and B2C environments. Jim specializes in building companies to answer social problems, and, prior to SocialFlow, served as COO of Vitruve, which was acquired by Oracle in 2012. Jim’s awareness of social trends and the industry insights and landscape has made him a sought-after expert for journalists, and he has made numerous television appearances on networks, including MSNBC, Fox Business News, Bloomberg TV, and Al Jazeera.

About SocialFlow

SocialFlow is a social distribution and monetization platform that is purpose-built for media companies. Our technology enables the world’s most successful publishers to distribute engaging social content easily, while providing them monetization opportunities across multiple social networks. Our publishing software is used by tens of thousands of journalists across the world, and extends the reach and engagement of editorial content and stories to the social sphere. When you see a news item in your social feed, the odds are good that it came through SocialFlow. SocialFlow’s advertising products help publishers create new revenue streams from their social efforts. With native solutions and AttentionStream-sponsored post ads, SocialFlow helps media companies leverage the unmatched scale and distribution of social channels. Founded in 2009 and based in New York, SocialFlow’s client roster includes half of the top 150 media companies, including Condé Nast, Time Inc., The Associated Press, and the BBC. www.socialflow.com

Petsky Prunier Ranked #1 Financial Advisor by Bloomberg for Six Consecutive Years

Bloomberg M&A League Tables, 2011-2016					
TOP ADVISORS SERVING THE MIDDLE MARKET INTERNET AND ADVERTISING SECTORS					
2016			2011-2016		
Rank	Advisor	Deal Count	Rank	Advisor	Deal Count
1	Petsky Prunier	19	1	Petsky Prunier	103
2	Goldman Sachs	18	2	Goldman Sachs	89
3	JP Morgan	16	3	Morgan Stanley	68
3	KPMG Corporate Finance	16	4	PwC	67
5	Rothschild	15	5	Jordan Edmiston Group	65
6	Houlihan Lokey	13	6	KPMG Corporate Finance	63
6	PwC	13	7	China Renaissance Partners	52
8	Aventus Capital	11	7	GCA Savvian Group	52
8	Daiwa Securities	11	7	JP Morgan	52
10	Bank of America Merrill Lynch	9	10	Nomura	51
10	Credit Suisse	9	11	Jefferies	46
10	Jefferies	9	12	Ernst & Young	45
10	Morgan Stanley	9	13	Rothschild	44
10	Deloitte Touche Tohmatsu	9	14	Credit Suisse	43
15	Citi	8	14	Daiwa Securities	43
15	GCA Savvian Group	8	16	Houlihan Lokey	37

*Based on number of deals announced in 2011-2016 valued at \$500 million or less. Internet and Advertising is defined by Bloomberg.

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.

We completed more than 75 transactions in the last 36 months, including some of the largest and most important deals in the marketing, media, and technology industries. These transactions have ranged from strategic sales, private equity recaps, and divestitures to growth, mezzanine, and alternative 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, with both B2B and B2C-focused businesses.

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 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.

Representative Recent Transactions

<p>katch has sold its Over 65 health insurance and life insurance business including Healthplans™ and MedicaAlpha a portfolio company of</p>  <p>PetskyPrunier</p>	<p>BVACCEL has acquired</p>  <p>PetskyPrunier</p>	<p>Datalot has received an investment from</p>  <p>PetskyPrunier</p>	<p>ymarketing has been sold to</p>  <p>PetskyPrunier</p>	<p>allconnect. has been sold to</p>  <p>PetskyPrunier</p>	<p>cogint (NASDAQ: COGT) including its wholly-owned subsidiary</p>  <p>to combine with</p>  <p>PetskyPrunier</p>
<p>Simplifi has sold a majority stake to</p>  <p>PetskyPrunier</p>	<p>medicalknowledgegroup. a portfolio company of</p>  <p>has been recapitalized by</p>  <p>PetskyPrunier</p>	<p>BRAND CONNECTIONS has been sold to</p>  <p>PetskyPrunier</p>	<p>realgeeks has been sold to</p>  <p>PetskyPrunier</p>	<p>ZIFF DAVIS has sold its indirect wholly-owned subsidiary</p>  <p>to</p>  <p>PetskyPrunier</p>	<p>APCO worldwide® capital raise to support a buyout of security shareholding held by an outside institutional investor</p>  <p>and</p>  <p>PetskyPrunier</p>
<p>LUCID has received a \$60MM Series B minority investment led by</p>  <p>PetskyPrunier</p>	<p>JWALK has been sold to</p>  <p>a division of</p>  <p>PetskyPrunier</p>	<p>COLE INFORMATION a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>Compliance Solutions Strategies a portfolio company of</p>  <p>has completed an investment in</p>  <p>PetskyPrunier</p>	<p>\$200,000,000</p>  <p>has acquired</p>  <p>PetskyPrunier</p>	<p>SpinMedia has sold</p>  <p>to</p>  <p>deathandtaxes to</p>  <p>PetskyPrunier</p>
<p>ansira data + results a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>S&E SPONSORSHIP GROUP. has been sold to</p>  <p>a subsidiary of</p>  <p>PetskyPrunier</p>	<p>MADISON LOGIC has been sold to</p>  <p>PetskyPrunier</p>	<p>Triad a portfolio company of</p>  <p>has agreed to be sold to</p>  <p>XAXIS a division of</p>  <p>PetskyPrunier</p>	<p>SODA a network of online media brands comprised of</p>  <p>Reviews.com freshome has been sold to</p>  <p>PetskyPrunier</p>	<p>r2i has received a majority investment from</p>  <p>PetskyPrunier</p>
<p>pure has been sold to</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p>	<p>zeta has acquired</p>  <p>from</p>  <p>PetskyPrunier</p>	<p>Cognizant (NASDAQ: CTSH) has acquired</p>  <p>PetskyPrunier</p>	<p>TRANZACT Direct Assets a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>BioPharm a portfolio company of</p>  <p>has been sold to</p>  <p>a division of</p>  <p>PetskyPrunier</p>	<p>PATH TO PURCHASE INSTITUTE has been sold to</p>  <p>PetskyPrunier</p>
<p>\$207,000,000*</p>  <p>a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>CLARUS commerce a portfolio company of</p>  <p>has been sold to</p>  <p>in partnership with</p>  <p>and</p>  <p>PetskyPrunier</p>	<p>HERO has received a majority investment from</p>  <p>PetskyPrunier</p>	<p>Guestline has received a majority investment from</p>  <p>PetskyPrunier</p>	<p>THE CARLYLE GROUP and</p>  <p>have sold</p>  <p>REVSHARE comprising Media Properties Holdings to</p>  <p>PetskyPrunier</p>	<p>WME IMG has sold</p>  <p>to</p>  <p>PetskyPrunier</p>
<p>ariad COMMUNICATIONS a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>BRANISHARE™ has been sold to</p>  <p>and</p>  <p>PetskyPrunier</p>	<p>wineaccess direct from the source has been sold to</p>  <p>PetskyPrunier</p>	<p>socialmedialink has been sold to</p>  <p>PetskyPrunier</p>	<p>Envelopes.com has received a significant investment from</p>  <p>PetskyPrunier</p>	<p>cb CAMBRIDGE BIOMARKETING has been sold to</p>  <p>PetskyPrunier</p>