



SPOTLIGHT DINNER

AGENDA:

Wednesday, April 13, 2016
InterContinental San Francisco

6:30 Reception

7:30 Dinner & Presentations

9:00 Post-Dinner Cocktails & Networking

SPEAKERS:

Joe Grover, CMO
Altitude Digital

Philip Alexander, CEO
Brandmuscle

Eric Grosse, CEO
Chairish

Vincent Yang, CEO
EverString

Patrick Quigley, CEO
Healthplans.com

Jonathan Treiber, CEO
RevTrax

Dan Greenberg, CEO
Sharethrough

Dylan Collins, CEO
SuperAwesome

Jay Kulkarni, CEO
Theorem

Robbie Vann-Adibé, Executive Chairman
Traackr

Michael Silverstein, VP, Corporate Development
Zealot Networks

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

Joe Grover, CMO, Altitude Digital



Prior to Altitude Digital, Joe worked at Mercato Partners, a top performing private equity firm. He joined the firm at inception and was responsible for investor relations, financial reporting, and fundraising, in addition to investment work. Preceding Mercato Partners, Joe was the founder and CEO of a creative services company, where he led marketing and communication campaigns for Fortune 1000 companies nationwide. Joe was involved in Junto Partners, an entrepreneurship accelerator, where he worked on the launch of several startups. Later, Joe became the director of Junto Partners, where he recruited, trained, and mentored entrepreneurs. Joe is adjunct faculty at the University of Utah, where he teaches venture finance.

About Altitude Digital

Altitude Digital delivers powerful video and mobile advertising technology and actionable big data to online publishers and advertisers to help them expand their available ad inventory, increase the value of this inventory, and grow their revenue. Altitude's programmatic platform delivers greater insight, control, and better performance for publishers. The company is one of the fastest growing video advertising platforms and is listed as one of the 10 largest video providers by both comScore and Quantcast. Altitude Digital is headquartered in Denver with offices in New York and San Francisco. www.altitudedigital.com

Philip Alexander, CEO, Brandmuscle



Philip is the CEO of Brandmuscle, a leading provider of local marketing automation software and services. Philip founded Brandmuscle in 2000 and has led the company through two acquisitions and the merger of Centiv, TradeOne, and Brandmuscle into a single, unified organization. Prior to Brandmuscle, Philip spent more than 20 years in senior marketing positions with national and international retailers, serving as vice president of brand management for Pearle Vision and as vice president of marketing for Western Auto, a subsidiary of Sears, Roebuck and Co. Philip serves on the visiting committee of Case Western Reserve University's Weatherhead School of Management and on the steering committee for Velosano, an organization focused on community involvement to fight cancer. Philip formerly served as a mentor for the Civic Innovation Lab, on the advisory board for the Institute for Management and Engineering, as a board member of Nortech, Jumpstart, Barkley USA, and on the steering committee for the Regional Talent Network. Philip is a past chairman of the Northeast Ohio Software Association (NEOSA).

About Brandmuscle

Brandmuscle helps global and national brands own local. With BrandBuilder®, our local marketing automation platform, your independent dealers, distributors, agents, franchisees, and salespeople can execute marketing programs when, where, and how they need to while preserving and strengthening the power of your brand at the local level. Our all-in-one approach to distributed local marketing includes an easy to use ad builder, asset management, marketing automation, local media planning and execution support, print on demand, fulfillment, co-op and MDF fund management, reporting, training, and support. Headquartered in Chicago with offices in Cleveland, Austin, and New

Jersey, Brandmuscle employs more than 650 talented professionals and serves more than 200 of the world's leading brands. Brandmuscle has appeared on *Inc. Magazine's* 500 and 5000 Fastest-Growing Companies in America list multiple years, and is the only vendor ranked 'Best' in all categories of Gleanster's Local Marketing Automation Vendor Benchmark report. www.brandmuscle.com

Eric Grosse, CEO, Chairish



Eric is an experienced entrepreneur and executive who has spent more than 15 years founding and growing online consumer marketplaces. Eric is co-founder and CEO of Chairish, the leading online consignment marketplace for quality pre-owned furniture and home decor. Prior to Chairish, Eric was CEO of Taskrabbit, as well as president of Expedia Worldwide, where he had responsibility for all Expedia-branded sites worldwide, as well as the Expedia Media Solutions Group. Prior to Expedia, Eric co-founded Hotwire and served as president of the Hotwire Group. Eric started his career in the M&A department of Morgan Stanley, and also worked in Internet research at DMG Technology Group, where he helped lead the Amazon.com IPO.

About Chairish

Chairish makes it fun and easy for design lovers to buy and sell pre-loved home decor with one another. Our shop exclusively features curator-approved treasures in a full-service and trustworthy environment. Launched in 2013, Chairish is a rapidly growing marketplace built by an experienced entrepreneurial executive team from previous successful startups, including Triplt, Hotwire, eBay, PayPal, Yammer, Fab.com, and One Kings Lane. www.chairish.com

Vincent Yang, CEO, EverString



Vincent founded EverString with a goal to bring the secretive math behind quantitative finance into corporations to help them make real-time algorithm-driven decisions. A mathematics undergrad and Stanford MBA, Vincent first worked at J.P. Morgan building math models to detect companies for buy-out. Later, Vincent joined Summit Partners, where he started to predict in which company to invest via using web signals.

About EverString

EverString allows you to build pipeline and increase conversion rates with the only account-based, full-funnel predictive analytics solution for sales and marketing. EverString Decision Platform is an easy to implement, SaaS offering that seamlessly integrates with existing marketing and CRM applications to discern characteristics of your optimal accounts. EverString has made a deep investment to collect and curate petabytes of both public and privately collected data that is used to uncover more than 20,000 signals across millions of accounts to help identify intent and those most likely to become your next best customer. It is an intelligence layer that provides lead scoring and predictive demand generation that is enabling the predictive generation of marketing. www.everstring.com

Patrick Quigley, CEO, Healthplans.com



Patrick has more than 15 years' experience in sales, marketing, product management, and engineering with both public and private companies. Prior to leading Healthplans.com and its parent technology company Katch, Patrick was senior vice president at QuinStreet (NASDAQ: QNST), where he led one of the company's business units and was part of the management team that completed the company's initial public offering. Patrick also held marketing and sales executive leadership positions at BEA Systems (NASDAQ: BEAS – acquired by Oracle) that culminated in his role as vice president of strategic sales and operations. Patrick was also a consultant at McKinsey & Company, where he helped launch the consulting firm's branding practice.

About Healthplans.com

Healthplans.com is an online marketplace connecting consumers and health insurance plans quickly and easily. Consumers use Healthplans.com to compare plan benefits and understand their total cost – both premiums and out-of-pocket expenses. At the same time, health insurance carriers and brokers use the marketplace through a self-service platform to acquire in-market consumers that meet their target criteria, reducing the underwriting risk inherent with the Affordable Care Act. As leaders in this new \$8 billion market, we delivered more than 13 million consumers shopping for health insurance plans to advertisers in 2015. www.healthplans.com

Jonathan Treiber, CEO, RevTrax



Jonathan has passionately championed “all things RevTrax” since co-founding the company in 2008. With the heart of an entrepreneur and the soul of a businessman, Jonathan has guided the company throughout its developmental stages from product idea and market introduction through capital investment and revenue growth. As CEO, Jonathan manages an executive leadership team of seasoned professionals with proven business building credentials and impeccable academic pedigrees. Complementing his official role, Jonathan is RevTrax's chief evangelist, chief storyteller, and chief motivator. Prior to RevTrax, Jonathan worked within Citigroup's investment banking practice.

About RevTrax

RevTrax is the only one-to-one digital promotions company that leverages shopper intelligence to deliver smart coupon offers. Our omnichannel solutions measure the impact of digital marketing on in-store sales by providing actual transaction-based attribution metrics. Marketers deploy RevTrax solutions across devices and channels, including display, social, email, and search. RevTrax is practically innovative, yet sublimely disruptive; continually pursuing scalable ideas that create client value, enhance customer engagement, and build our shopper database. The company's evolution will always leverage its proprietary technology and database assets to optimize marketing investments. Founded in 2008, RevTrax is based in New York City and was highly rated in Crain's “Top 100 Best places to work in New York City.” www.revtrax.com

Dan Greenberg, CEO, Sharethrough



Dan is the founder and CEO of Sharethrough and the founding chair of the IAB Native Advertising Committee. Named to the 2012 Forbes' "30 under 30" list and a regular contributor to TechCrunch and AdAge, Dan comes from a research background at Stanford in persuasive technology and regularly teaches classes in brand content and behavior change.

About Sharethrough

Sharethrough is a San Francisco-based software company that powers in-feed, native ads for modern publishers and brand marketers. Sharethrough exists to help publishers preserve their business model and monetization strategy in the face of major change by providing ad products built on a foundation that can last

— namely, ads that fit in ("native ads"). www.sharethrough.com

Dylan Collins, CEO, SuperAwesome



Dylan is CEO of SuperAwesome, the leading digital kids platform that reaches more than a quarter of a billion kids worldwide every month. An active investor and advisor across both kids media and technology companies, Dylan is venture partner with Hoxton Ventures and sits on the board of the UK's top-rated digital agency, Potato (recently acquired by WPP), as well as Brown Bag Films, Europe's leading kids animation studio. Previously, Dylan founded Jolt Online Gaming, which became one of the pioneering social games publishers in Europe. Jolt was acquired by

GameStop (NYSE: GME), the largest video games retailer in the world, in 2009 to spearhead its digital media strategy. As founder and CEO of DemonWare in 2003, he led the company to become the leading online games technology firm in the global console games market. In 2007, DemonWare was acquired by Activision Blizzard (NYSE: ATVI), the world's biggest video games publisher, and is now the multiplayer backbone of the billion-dollar Call of Duty franchise.

About SuperAwesome

SuperAwesome is the largest digital kids brand engagement platform in the world. The company's technology powers much of the kids digital media ecosystem and is used by the biggest brands in the world, including LEGO, Hasbro, Warner Bros, and Disney to safely engage with this audience. Headquartered in London, the company has offices in New York, San Francisco, Singapore, and Sydney. www.superawesome.tv

Jay Kulkarni, CEO, Theorem

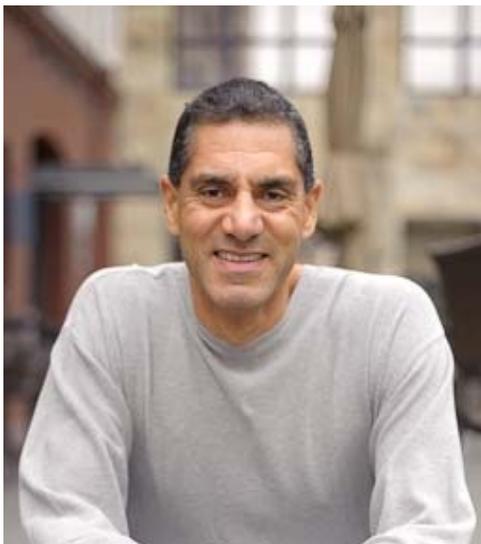


Jay founded Theorem in 2002 and currently has offices in New York, London, India, and the Dominican Republic. Over the last 14 years, Jay has been the driving force behind the company's extraordinary expansion serving more than 200 leading agencies, publishers, networks, technology providers, and brands. Jay got his start in the digital space at DoubleClick, where he headed up product management for advertiser solutions and email platforms. Today, Theorem is pioneering a new way of blending media and tech services to help companies with their digital transformation.

About Theorem

Theorem is a full-service digital marketing and advertising services company that delivers an extensive range of flexible, tailored solutions to help organizations plan, scale, manage, and optimize their digital media initiatives. Theorem serves more than 200 leading agencies, publishers, networks, technology providers, and brands. We work with best-of-breed leaders in all categories of the digital advertising technology landscape, including ad networks, exchanges, trading desks, supply-side platforms, demand-side platforms, and social and data management platforms, as well as the technology innovators that fuel online advertising. Serving clients by blending domain specialty with digital best practices, Theorem underpins the digital program successes of such companies as Rocket Fuel, Hearst, Pandora, and Advance Digital. Headquartered in Chatham, New Jersey, Theorem has offices in New York, London, India, and the Dominican Republic. www.theoreminc.net

Robbie Vann-Adibé, Executive Chairman, Traackr



Robbie has deep experience in technology, start-ups, consulting, and financial services in the United States and Europe. He has co-founded companies, led organizations as a CEO, managed sales and marketing teams, been a product manager, and a software developer. He is currently the executive chairman of San Francisco-based Traackr, the leading social influence management platform, and executive chairman of London-based Wine Owners, a platform for the management of passion assets. An active angel investor, Robbie has been and is an early investor and advisor to a wide variety of companies, including but not limited to, Trustpipe, Moonfruit, Marin Software, 3Tera, OB10, Inspired Gaming, Sidestep, and Method. Robbie was a co-founder of Viant in April 1996, a web-services consultancy that he helped build over four years into an 850-person, \$160 million revenue run-rate, NASDAQ-listed firm.

About Traackr

Traackr is the fastest growing global influencer management platform with influencers tracked across 17 social platforms and 68 languages. Traackr enables its 150 global customers and 2,600 enterprise and agency users to run influencer marketing programs at scale in 39 countries. www.traackr.com

Michael Silverstein, VP, Corporate Development & Finance, Zealot Networks



Michael is the vice president of corporate development and finance at Zealot Networks, where he oversees the company's capital raising and M&A activities. Michael brings to this role a diverse set of experience in finance, venture capital, and direct operating roles in media. Prior to joining Zealot, Michael co-founded Liquidnet's private shares group, where he enabled institutional investors to invest in the world's leading late stage private companies.

About Zealot Networks

Zealot Networks is a media and entertainment company dedicated to producing and delivering unique content to passionate audiences worldwide. The company is poised to lead the next chapter in the ever-evolving media landscape through its innovative and flexible approach to content creation, distribution, and monetization. www.zealotnetworks.com

Ranked #1 by Bloomberg for Mid-Market Internet & Advertising Transactions

Bloomberg M&A League Tables, 2011-2015					
TOP ADVISORS SERVING THE MIDDLE MARKET INTERNET AND ADVERTISING SECTORS					
2015			2011-2015 (5-Year)		
Rank	Advisor	Deal Count	Rank	Advisor	Deal Count
1	Petsky Prunier	18	1	Petsky Prunier	84
2	Goldman Sachs	17	2	Goldman Sachs	68
2	PwC	17	3	Jordan Edmiston Group	59
4	Jordan Edmiston Group	15	3	Morgan Stanley	59
4	KPMG Corporate Finance	15	5	PwC	52
4	Morgan Stanley	15	6	China Renaissance Partners	47
7	China Renaissance Partners	11	6	Nomura	47
7	Ernst & Young	11	8	GCA Sawian Group	44
9	Avendus Capital	9	9	KPMG Corporate Finance	43
9	Rothschild	9	10	Ernst & Young	38
11	Citi	8	10	JP Morgan	38
11	Credit Suisse	8	12	Jefferies	37
11	Jefferies	8	13	AGC Partners	35
11	William Blair & Company	8	14	Credit Suisse	34
11	Mooreland Partners	8	15	Daiwa Securities	33

Based on number of deals announced in 2011-2015 valued at \$500 million or less. Internet and Advertising is defined by Bloomberg.

Petsky Prunier is Bloomberg's #1 ranked mid-market investment bank for Internet and Advertising transactions. We have closed more than 30 transactions since 2015 and more than 100 transactions since 2011 (across all industries in addition to Internet and Advertising). Our engagements have ranged from strategic sales and divestitures to private equity recaps to growth, mezzanine, and alternative financings. Industry expertise serves us well, as we work across a broad banking universe on deals in digital advertising and marketing, eCommerce, digital media, technology and software, information services, and healthcare services, among other areas, with both B2B and B2C-focused businesses.

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 with investment bank Altium in Europe, as well as The Mountain Capital Group in China, and Allegro Advisors and o3 Capital in India.

Petsky Prunier Senior Team

Michael Petsky

Partner
212.842.6001
mpetsky@petskyprunier.com

John Prunier

Partner
212.842.6021
jprunier@petskyprunier.com

Sanjay Chadda

Partner & Managing Director
212.842.6022
schadda@petskyprunier.com

Norm Colbert

Partner & Managing Director
702.990.3280
ncolbert@petskyprunier.com

Christopher French

Managing Director
212.842.6033
cfrench@petskyprunier.com

Matthew Kratter

Managing Director
212.842.6024
mkratter@petskyprunier.com

Amy LaBan, CFA

Managing Director
212.842.7126
alaban@petskyprunier.com

Jed Laird

Managing Director
212.842.7120
jlaird@petskyprunier.com

Seth Rosenfield

Managing Director
212.842.6018
srosenfield@petskyprunier.com

John Sternfield

Managing Director
650.320.1650
jsternfield@petskyprunier.com

Scott Wiggins

Managing Director
212.842.6028
swiggins@petskyprunier.com

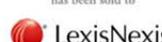
Colleen Filipo

Director
212.842.6027
cfilipo@petskyprunier.com

Dylan Kearns

Director
212.842.6025
dkearns@petskyprunier.com

Representative Recent Transactions

<p>PATH TO PURCHASE INSTITUTE</p> <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>\$207,000,000*</p> <p>clearlink</p> <p>a portfolio company of</p>  <p>has been sold to</p>  <p>(NASDAQ: SYKE)</p> <p>PetskyPrunier</p>	<p>CLARUS commerce</p> <p>a portfolio company of</p> <p>NORWEST VENTURE PARTNERS</p> <p>has been sold to</p>  <p>Trivergance</p> <p>in partnership with</p>   <p>PetskyPrunier</p>	<p>HERO</p> <p>has received a majority investment from</p>  <p>PetskyPrunier</p>	<p>Guestline</p> <p>has entered into a definitive agreement to receive a majority investment from</p>  <p>PetskyPrunier</p>	<p>THE CARLYLE GROUP and H I G GROWTH PARTNERS</p> <p>have sold</p>   <p>comprising Media Properties Holdings to</p>  <p>PetskyPrunier</p>
<p>\$225,000,000*</p> <p>Fluont</p> <p>has been sold to</p>  <p>(NYSE MKT: IDI)</p> <p>PetskyPrunier</p>	<p>centerfield</p> <p>has received a significant growth investment from</p>  <p>PetskyPrunier</p>	<p>\$160,000,000*</p> <p>DATAMYX</p> <p>a portfolio company of</p>  <p>has been sold to</p>  <p>(NYSE: DLX)</p> <p>PetskyPrunier</p>	<p>Sq1</p> <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>MultiAd</p> <p>a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>TOTAL MOBILE</p> <p>has been sold to</p>  <p>PetskyPrunier</p>
<p>WME IMG</p> <p>has sold</p>  <p>to</p>  <p>(NYSE: ACN)</p> <p>PetskyPrunier</p>	<p>ariad COMMUNICATIONS</p> <p>a portfolio company of</p>  <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>BRANDSHARE</p> <p>has been sold to</p> <p>Leeds Novamark Capital and Aperion Management, LLC</p> <p>PetskyPrunier</p>	<p>wineaccess</p> <p>direct from the source</p> <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>socialmedialink</p> <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>Envelopes.com</p> <p>has received a significant investment from</p>  <p>PetskyPrunier</p>
<p>cb CAMBRIDGE BIOMARKETING</p> <p>has been sold to</p>  <p>(NYSE: EVDY)</p> <p>PetskyPrunier</p>	<p>\$78,000,000*</p> <p>rpm</p> <p>has been sold to</p>  <p>(NASDAQ: EXLS)</p> <p>PetskyPrunier</p>	<p>\$120,000,000</p> <p>medimedia</p> <p>has sold</p> <p>MediMedia Pharma Solutions to</p>  <p>PetskyPrunier</p>	<p>decipher</p> <p>has been sold to</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p>	<p>Health Market Science</p> <p>has been sold to</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p>	<p>Bloomberg BNA</p> <p>has sold</p>  <p>to</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p>
<p>DDC</p> <p>has been sold to</p>  <p>a division of</p> <p>OmnicomGroup</p> <p>(NYSE: OMC)</p> <p>PetskyPrunier</p>	<p>QualityHealth</p> <p>has been sold to</p>  <p>PetskyPrunier</p>	<p>\$65,000,000</p> <p>DOCTOR DIRECTORY</p> <p>has been sold to</p>  <p>(NYSE: EVDY)</p> <p>PetskyPrunier</p>	<p>STEEL MEDIA</p> <p>has been sold to</p>  <p>(OTCBB: SCRI)</p> <p>PetskyPrunier</p>	<p>\$280,000,000*</p> <p>TRANZACT</p> <p>has been sold to</p>  <p>(NYSE: WTM)</p> <p>PetskyPrunier</p>	<p>cadient group</p> <p>has been sold to</p>  <p>(NASDAQ: CTSH)</p> <p>PetskyPrunier</p>
<p>Visible</p> <p>has been sold to</p>  <p>a portfolio company of</p>  <p>PetskyPrunier</p>	<p>miles marketing destinations</p> <p>has been recapitalized to support future growth with significant debt financing from</p>  <p>PetskyPrunier</p>	<p>\$50,000,000</p> <p>baseline</p> <p>has been sold to</p>  <p>a division of</p>  <p>PetskyPrunier</p>	<p>welcome wagon</p> <p>has been sold to</p>  <p>and</p>  <p>PetskyPrunier</p>	<p>MediaAlpha</p> <p>has sold a majority stake to</p>  <p>(NYSE: WTM)</p> <p>PetskyPrunier</p>	<p>Tag-Man</p> <p>has been sold to</p>  <p>PetskyPrunier</p>

*Approximate Transaction Value

Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA and an affiliated entity.