

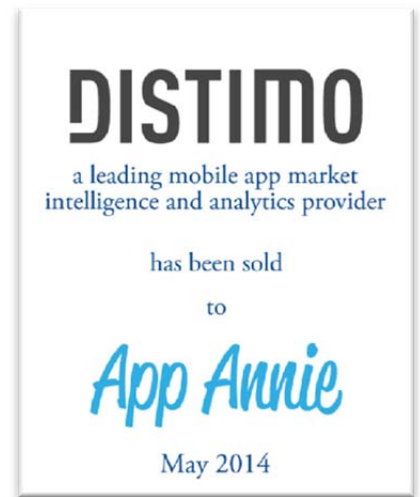
JEGI Transaction Summary – App Annie Acquires Distimo



JEGI advised the founders and majority shareholders of a leading mobile app market intelligence and analytics provider, Distimo, in its sale to competitor App Annie. The merger creates the hands-down market leader in the global mobile app analytics space, with the largest transaction data sets for the most publishers globally. Together, the companies will have nearly 600,000 apps relying on their analytics tools, representing 270,000 business users.

The combined business creates substantial barriers-to-entry, given the scale of its data sets, and is well positioned centrally within the marketing intelligence continuum to provide deep analytics and data across every content channel, including books, music, and video.

As a result of JEGI’s highly coordinated process, Distimo shareholders achieved a value-maximizing exit – with a mix of cash and equity at close, tailored to their desire to continue building the business.





Amir Akhavan, Managing Director with JEGI, advises technology, marketing, interactive and information companies in mergers, acquisitions, divestitures and capital raises. He is known for delivering high-value strategic advice to entrepreneurs, PE firms, VCs and strategics, as they evaluate and seek to stay at the forefront of rapidly changing markets.

Mr. Akhavan is especially passionate about working with entrepreneurs, as they develop market disrupting businesses. His domain expertise extends to social media and technology across the marketing stack; he recently wrote “The Social Media Ecosystem – Rise of Users, Intelligence and Operating Systems”, published by the Interactive Advertising Bureau.

Mr. Akhavan advised Distimo in its sale to App Annie. Interested parties may contact him at amira@jegi.com or (212) 754-0710 to discuss this acquisition or any related industry and transaction matters.

About The Jordan, Edmiston Group, Inc.

The Jordan, Edmiston Group, Inc. (JEGI) of New York has been the leading independent investment bank for the global media, information, marketing and technology sectors for nearly 27 years. The firm has completed over 500 high-profile M&A transactions, servicing global corporations; middle-market and emerging companies; entrepreneurial owners; and private equity and venture capital firms. For more information, visit www.jegi.com.

Select Recent JEGI Technology Transactions

<p>DISTIMO a leading mobile app market intelligence and analytics provider</p> <p>has been sold to</p> <p>App Annie</p>	<p>Competitrack a full service competitive advertising tracking firm</p> <p>has been sold to</p> <p>MarketTrack The Power of Market Intelligence</p> <p>a portfolio company of</p> <p>AURORA CAPITAL GROUP</p>	<p>MWG MYWEBGROCER</p> <p>a leading provider of shopping and shopper marketing software and services</p> <p>has received a significant investment from</p> <p>HGGC</p>	<p>infogroup a portfolio company of CCMP</p> <p>has sold</p> <p>OneSource the leading provider of sales enablement and business intelligence SaaS solutions</p> <p>to</p> <p>CANNONDALE INVESTMENTS & GTCR</p>	<p>MEDIABOX</p> <p>SaaS-based applications for the consumer products licensing industry</p> <p>has been sold to</p> <p>Jonas Software for Life</p>
<p>ePrize</p> <p>a global leader in digital engagement specializing in promotions and loyalty campaigns across mobile, social and web</p> <p>has been sold to</p> <p>CATTERTON partners</p>	<p>CONVERSEN</p> <p>a SaaS marketing platform (CRM) for real-time, multi-stage, and multi-channel marketing including social media, email, and mobile</p> <p>has been sold to</p> <p>Experian</p>	<p>The Retail Equation</p> <p>the leading SaaS platform for retail transaction optimization solutions</p> <p>has been sold to</p> <p>NVP NORWEST VENTURE PARTNERS.</p>	<p>adjug</p> <p>a leading European display ad exchange for premium unsold inventory</p> <p>majority owned by</p> <p>TOMORROW FOCUS</p> <p>has been sold to</p> <p>IGNITION ONE a unit of dentsu NETWORK</p>	<p>Behavior</p> <p>the leading provider of consumer shopping predictive targeting data</p> <p>has been sold to</p> <p>KBM GROUP part of the WPP network</p> <p>a division of</p> <p>WPP</p>
<p>Accela COMMUNICATIONS</p> <p>a leading marketing technology company providing interactive video communications</p> <p>has been sold to</p> <p>kitdigital maker of the future</p>	<p>acerno</p> <p>an online behavioral targeting network</p> <p>has been sold to</p> <p>Akamai</p> <p>for approximately \$95,000,000</p>	<p>m:metrics the mobile media authority</p> <p>the leader in mobile measurement</p> <p>has been sold to</p> <p>comSCORE</p>	<p>cymfony harnessing influence 2.0</p> <p>a leading market influence analytics company</p> <p>has been sold to</p> <p>tns media intelligence a division of TAYLOR NELSON SOFRES</p>	<p>KLIPMART Where video works. And plays.</p> <p>the largest provider of online video advertising and management solutions</p> <p>has been sold to</p> <p>DoubleClick</p>