



Transaction Announcement

February 21, 2023

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Madison Park Group is pleased to announce
its role as exclusive financial advisor to



Debt Financing



January 2023

ViralGains Raises Debt Capital From Montage Capital

MADISON PARK GROUP

January 2023



Debt Financing



In Partnership with First Analysis, Stage 1 Ventures
And Others

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Client Overview

- Core capabilities include the ability to create interactive ad experiences, develop sequenced ad journeys, collect zero-party audience data directly from an ad unit and generate predictive analytics around audience behavior and intent
- Trusted technology partner to Fortune 2000 brands, both through their large agencies as well as their in-house programmatic teams
- Headquartered in Boston, MA with sales presence in major digital media hubs such as NYC, Chicago, Atlanta, San Francisco and LA

About the Deal

- ViralGains sought an alternative, non-dilutive capital infusion to build on its vision of providing zero party data in a post-cookie world
- Approached a targeted set of flexible alternative lenders
- Selected Montage Capital as the preferred debt partner given shared strategic vision and flexible terms
- Financing will be used to scale ViralGains' offerings and build on the Company's partnerships

"MPG has been a trusted advisor and sounding board over the past few years. Over that time, they have demonstrated their unparalleled dedication to securing the best outcome for ViralGains. Their long-term approach to advisory enabled us to secure an excellent outcome. With Montage as our newest capital partner, we will further accelerate our disruption of the AdTech / MarTech ecosystem through our novel approach to zero-party data and interactive advertising."

— *Tod Loofbourrow, CEO, ViralGains*

Market Relevance



Growth Stage

FOCUSED ON TRANSACTIONS WITH \$10-50 MILLION IN REVENUE

220+

COMPLETED TRANSACTIONS

\$30+

BILLION IN DEAL VALUE

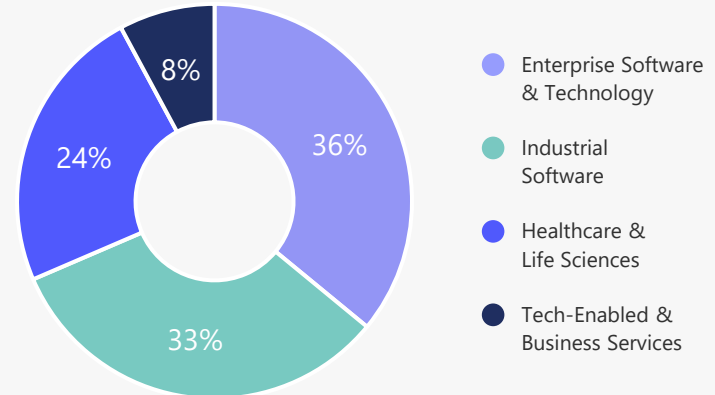
25%+

TYPICAL GROWTH RATE

22

DEDICATED ADVISORS

Our Deep Sector Expertise Drives Better Outcomes⁽¹⁾



(1) Select deals completed in the last ten years



FOCUS

We partner with global technology clients across North America and Europe



EXPERTISE

We specialize in impacting growth strategies to optimize shareholder value creation



STRATEGY

We marry thoughtful corporate strategy planning with stalwart transactional execution



RESOURCES

Domain experts with active relationships across +1,500 global investors

Select Recent Transactions

<p>VC-Backed</p> <p>VIRALGAINS</p> <p>Debt Financing</p> <p>MONTAGE CAPITAL</p>	<p>Founding Team</p> <p>ROCKPOINTE CME = QUALITY</p> <p>Strategic Sale</p> <p>cea clinical education alliance</p>	<p>Founding Team</p> <p>intellect</p> <p>Financial Sale</p> <p>STRATTAM CAPITAL</p>	<p>PE-Backed</p> <p>andavi SOLUTIONS</p> <p>Acquisitions Of</p> <p>GREATVINES Digitalrep BUSINESSIMPACT TRADEPARENCY</p>	<p>Founding Team</p> <p>CompliancyGroup</p> <p>Financial Sale</p> <p>ALDRICH CAPITAL PARTNERS</p>	<p>PE-Backed</p> <p>SEMATELL INTERACTION SOLUTIONS</p> <p>Financial Sale</p> <p>PINOVA CAPITAL</p>
<p>Founding Team</p> <p>FILETRAIL</p> <p>Debt Financing</p> <p>espresso</p>	<p>Founding Team</p> <p>AgileAssets</p> <p>Strategic Sale</p> <p>Trimble</p>	<p>VC-Backed</p> <p>nextcaller</p> <p>Strategic Sale</p> <p>Pindrop</p>	<p>Founding Team</p> <p>BLUEPRINT Research Group</p> <p>Strategic Sale</p> <p>TRINITY</p>	<p>PE-Backed</p> <p>Romax TECHNOLOGY</p> <p>Strategic Sale</p> <p>HEXAGON</p>	<p>Founding Team</p> <p>TECH SOFT 3D Dependable. Dynamic. Durable.</p> <p>Financial Sale</p> <p>Battery</p>
<p>Founding Team</p> <p>Green Mountain Technology</p> <p>Minority Investment</p> <p>THOMPSON STREET CAPITAL PARTNERS</p>	<p>PE-Backed</p> <p>Cityworks Empowering GIS®</p> <p>Strategic Sale</p> <p>Trimble</p>	<p>Founding Team</p> <p>ISOMETRIX</p> <p>Financial Sale</p> <p>CARLYLE</p>	<p>PE-Backed</p> <p>anju LIFE SCIENCES SOFTWARE</p> <p>Financial Sale</p> <p>abry partners</p>	<p>VC-Backed</p> <p>assemble</p> <p>Strategic Sale</p> <p>AUTODESK</p>	<p>PE-Backed</p> <p>arena</p> <p>Financial Sale</p> <p>JMI EQUITY</p>

[Click here for our full transaction list](#)

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Highlight Areas of Expertise

- ✓ EHSQ Tech
- ✓ Healthcare & Life Sciences Tech
- ✓ Non-Profit & Member Management Software



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Highlight Areas of Expertise

- ✓ Construct Tech



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Highlight Areas of Expertise

- ✓ Healthcare & Life Sciences Tech
- ✓ Managed IT Services
- ✓ Supply Chain Tech



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Highlight Areas of Expertise

- ✓ Manufacturing Software
- ✓ Supply Chain Tech
- ✓ Sponsor Coverage



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Highlight Areas of Expertise

- ✓ Construct Tech
- ✓ Robotics



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Highlight Areas of Expertise

- ✓ Cybersecurity
- ✓ Managed IT Services
- ✓ Marketing Tech



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Highlight Areas of Expertise

- ✓ Engineering Software
- ✓ Manufacturing Software
- ✓ IIoT

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