



## MEDIAFLY HAS ACQUIRED ALINEAN, INC.

### Our Client:

Mediafly is a best-in-class sales enablement technology that offers sellers and marketers a sophisticated sales experience that values the modern buyer and drives business growth. The company's clientele includes many of the world's most admired and recognized brands throughout the world, particularly those with a large field, distributor and internal sales teams.

Through its software-as-a-service platform, Mediafly's Evolved Selling™ technology enhances sellers' ability to foster more personalized and engaging experiences with prospective customers. By utilizing Mediafly's technology, marketing and sales teams can quickly find, assemble and customize sales content to meet the specific needs of a sales situation. Additionally, Mediafly's sales enablement solution easily integrates with its customers' other critical systems such as CRM, marketing automation and mobile.

Mediafly was founded in 2006 and is headquartered in Chicago. The company has received several accolades being recognized on Inc. 5000 list of fastest growing companies for five consecutive years. Additionally, the company secured placement on Inc.'s Best Places to Work of 2018.

### The Transaction:

In October 2018, Mediafly acquired Alinean, Inc. ("Alinean"). Alinean is a software and consulting company providing value-selling tools to empower B2B sellers to better connect, communicate, engage and sell to today's economic-focused buyer by quantifying the value of their products and solutions. The acquisition will complement Mediafly's technology by adding interactive sales tools (e.g., ROI calculators) that help sellers sell based on facts and prepare quantifiable business cases directly into the sales presentation. The acquisition also enables Mediafly to expand into consulting and advisory services, uniquely positioning the company as it now combines best-in-class sales enablement software with consulting services.

### How Pursant Helped:

Pursant was engaged to support Mediafly's tactical execution of the buy side due diligence. Our role began with framing out and setting the due diligence strategy and workplan. With the game plan in place, Pursant's role shifted to managing all the various diligence workstreams. This included setting the scope, procedures, timelines, milestones and reporting for each key diligence activity. Additionally, Pursant facilitated the procurement of and negotiation with third-party providers for financial, accounting and tax due diligence.

### About Pursant:

*Pursant helps companies grow enterprise value by managing their M&A related initiatives and ultimately monetize that value in a sale transaction.*

*Our Investment Banking, Strategic Transaction Support and Business Value Enhancement practices use a deep immersion process, our expansive networks and experience as owner/operators and dealmakers to effectively execute strategic transactions—critical events for which most companies do not have the time, manpower or expertise.*

### Accolades:

#### Buyer Remarks

*Carson Conant, Chief Executive Officer of Mediafly*

*"We had just executed an LOI with Alinean. While our team consists of excellent and extremely competent individuals, we recognized that institutionally we did not have subject matter experts or strong frame of references for executing buy-side acquisition due diligence. As a result, we wanted to augment our internal team with an experienced transaction professional who would quarterback us through an efficient and smooth acquisition due diligence process. Scott and the Pursant team did exactly that. They provided the leadership, guidance, and very importantly, hands-on approach. Pursant's involvement was one of the key reasons we were able to complete the transaction in an accelerated time frame, which was important, as doing so allowed us to announce the transaction at our industry tradeshow."*

*John Evarts, Chief Operating Officer & Chief Financial Officer of Mediafly*

*"It was a real pleasure working with Scott and the Pursant team. While we had not previously worked with Pursant in the past, Scott seamlessly slotted himself in and operated as an extension of our team. His proactive approach and 24/7 availability combined with his transactional experience made him a great addition to our team. Not only did he lead us through the diligence process, he took on certain very tactical exercises which was hugely appreciated as it created bandwidth for our internal team. We look forward to future opportunities to leverage Scott and the Pursant team's capabilities."*

#### Pursant's Remarks

*Scott Glickson, Managing Director*

*"This was our first engagement with the Mediafly team and it was a great experience. We were tasked with "quarterbacking the diligence" which was very enjoyable in large part due to the Mediafly team being an extremely competent, dedicated and focused group with tremendous chemistry across their team.*

*Stand-alone, Mediafly and Alinean were excellent businesses. Together, the whole will truly be greater than the sum of the parts. The strategic reasons combined with the strong cultural alignment and chemistry fit between the two organization sets the stage for a very bright future together. We wish the combined new organization great success and look forward to following the story."*