

# PNC RIVERARCH CAPITAL SUCCESSFULLY EXITS INVESTMENT IN WOMEN'S MARKETING, INC.

January 4, 2016

## **Pittsburgh, January 4, 2016**

PNC Riverarch Capital ("PNC") announced today the sale of its portfolio company Women's Marketing, Inc. ("WMI") to Stephens Capital Partners ("Stephens"). Terms of the transaction were not disclosed.

Founded in 1982, WMI is a leading media strategy, planning and buying organization that works with emerging and established brands seeking exposure to female consumers, retailers, and other channel constituents. WMI serves a range of end markets, including beauty, fashion, health, cosmetics, and food and beverage. The company's strategic planning and media buying services span the spectrum of media channels, including digital, print magazines, mobile, SEM/SEO, social media, out of home and broadcast.

Investment professionals at PNC led the investment in Women's Marketing in early 2014, alongside co-investment from Five Points Capital. Under the ownership of PNC and Five Points, WMI significantly grew revenue and profitability by investing heavily in talented personnel, increasing the sophistication of analytics and client deliverables, and building a structured lead-generation pipeline. In May 2015, WMI added additional capabilities via the acquisition of Flying Point Media, a New York-based digital agency specializing in SEM and SEO.

"PNC's investment in Women's Marketing is consistent with our strategy of investing in leading companies with defensible market positions and then working with management to execute a multifaceted growth strategy," said Mike Hand, managing director at PNC. "It was a privilege to work with the WMI team and we could not be more excited about the prospects for the business moving forward."

"The team at PNC provided outstanding support as we grew our business to the strongest point in its history," said Andrea Van Dam, CEO of Women's Marketing. "PNC's thoughtful approach to strategic planning, along with detailed insights and acquisition execution, helped guide the business to new heights. We are exceptionally grateful for PNC's leadership and support."

The transaction for PNC Riverarch Capital was led by Hand; Rob Dolan, director; and Patrick Sturm, associate. Moelis & Company represented Women's Marketing and acted as the Company's financial advisor for the transaction.

PNC Riverarch Capital is a middle-market private equity firm which invests in privately held companies headquartered in North America. The firm seeks well-positioned companies where it can invest \$10 million to \$50 million of capital in support of recapitalizations, leveraged and management buyouts, corporate divestitures and growth financings. PNC Riverarch Capital invests across a variety of industry sectors, including outsourced services, specialized manufacturing, and value-added distribution. PNC Riverarch Capital is a member of The PNC Financial Services Group, Inc., which has invested in private equity since 1982, providing over \$1.0 billion of equity capital to more than 100 companies.



Founded in 1997, Five Points Capital (“Five Points”) is a leading private equity manager, exclusively focused on the U.S. lower middle market. Five Points manages private equity, mezzanine and small buyout fund-of-funds strategies focused on supporting the capital needs of private, growth-oriented companies and financial sponsors. We make direct equity investments as the lead investor, or co-investor with other private equity groups, in control transactions of privately-held companies, we provide subordinated debt with equity co-investments in support of financial sponsors and others, and we invest in other private equity funds. Since inception, Five Points has managed over \$1 billion in client committed capital, including the management of the BB&T Capital Partners Funds.

Stephens Capital Partners LLC is the private equity affiliate of Stephens Inc. ([www.stephens.com](http://www.stephens.com)) a full-service, privately owned investment banking firm based in Little Rock, Arkansas, with offices across the U.S. and in London. Founded in 1933, Stephens has decades of experience in corporate finance, family financial planning, mergers and acquisitions, insurance services, research, and public finance. The firm has conducted private equity transactions for over 60 years and seeks to be a reliable long-term partner to management of growing companies.