



THE **STAGWELL GROUP**

STAGWELL MEDIA LLC SECURES \$260 MILLION INVESTMENT FROM ALPINVEST PARTNERS

AlInvest Becomes the First Outside Investor in the Marketing Group Since Its Launch by Mark Penn and Steve Ballmer

WASHINGTON, D.C. (August 14, 2018). The Stagwell Group and AlInvest Partners today announced the completion of a \$260 million capital raise by Stagwell Media LLC from investment funds managed by AlInvest Partners, a global private equity investor. Since its founding in 2015, Stagwell Group has completed seventeen investments and is on track for more than \$400 million in consolidated net revenue this year. The new investment will support Stagwell's strategy of building a network of innovative marketing and research companies.

"The marketing landscape is in the midst of a dramatic transformation and we are excited to have AlInvest support our mission in creating a network of strategists and tacticians that is nimble and digital-centric, building a go-to resource for brands looking to succeed in today's complex marketplace," said Mark Penn, Managing Partner of the Stagwell Group. "We created Stagwell as a meaningful alternative to the holding companies, aptly named, since they have long been holding brands back from delivering on their full potential in a digital-first world."

"Stagwell has demonstrated a superior operating model. Over the past three years, Mark and his team have built a highly attractive portfolio of world class digital-first marketing companies that drive significant results for brands," said Michael Hacker, Managing Director, AlInvest Partners.

"We are thrilled to support Stagwell through this secondary transaction at a key a moment in their development, as their portfolio continues to expand rapidly with exciting new capabilities and geographic reach that will allow Stagwell to compete on a global basis," said Julian Rampelmann, Managing Director, AlInvest Partners.

Management of the Stagwell Group remains the same. Further details of the transaction were not announced.

Mercury Capital Advisors served as the exclusive financial advisor to the Stagwell Group.

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About The Stagwell Group

The Stagwell Group LLC (the "Stagwell Group") is a registered investment advisory company formed by Mark Penn. The Stagwell Group manages a private equity fund whose portfolio includes more than a dozen collaborative, digital-first agencies. Stagwell's portfolio of high growth companies include digital marketing agency Forward 3D Group, media innovator MMI



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Agency, healthcare and consumer experts SCOUT, research leader Harris Insights & Analytics, performance marketing firm PMX Agency, creative digital leader Code and Theory, strategic communications agency SKDKnickerbocker, telecommunications researchers HarrisX, entertainment research innovator National Research Group (NRG), public relations firm Finn Partners, communications agency Wye Communications, digital advocacy shop Targeted Victory, creative advertising consultancy Wolfgang, creative agency Observatory, online reputation management firm Reputation Defender and technology innovator Stagwell Technologies. Online at www.stagwellgroup.com.

About AlInvest Partners

AlInvest is a leading global private equity investor, with more than \$45 billion of assets under management as of June 30, 2018 and more than 150 employees across offices in New York, Amsterdam, Hong Kong, San Francisco and Indianapolis. Since its inception, AlInvest has invested with over 350 managers and committed \$62 billion across over 640 primary commitments to private equity funds, more than 125 secondary transactions and in excess of 230 equity co-investments. AlInvest offers customized private equity investment solutions to investors through separately managed accounts and commingled funds. AlInvest operates as a subsidiary of The Carlyle Group (NASDAQ: CG), a global alternative asset manager with \$210 billion of assets under management as of June 30, 2018. For more information, please visit www.alinvest.com.

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