

DATE

July 27, 2023

SECTORS

Business & Tech-Enabled
Services

DEAL TYPE

M&A Advisory

DEAL LOCATIONS



DEAL TEAM



Klaas Oskam
CEO



George Anthraper
Managing Director



Jordan Finkler
Managing Director



Sairam Kandaswami

DC Advisory advises MediaMint to secure growth investment from Everstone Capital and Recognize



**Everstone
Capital**

RECOGNIZE

Background

- MediaMint is a leading provider of digital advertising operations service with over 1,500 employees across offices in San Francisco, Hyderabad and Krakow. The firm supports clients around the world including some of the largest digital marketing platforms, publishers and agencies
- Headquartered in Singapore, Everstone Capital is the private equity arm of the Everstone Group, focused on investing in businesses with a connection to India and Southeast Asia
- Recognize is an investment platform exclusively focused on the technology services industry. The firm provides operational expertise, industry insights and strategic capital

Director

to innovative companies in this sector

Process

- DC Advisory acted as the exclusive financial advisor to MediaMint
- DC Advisory worked with the founders to articulate MediaMint's differentiated offerings and provide full advisory support to successfully complete the transaction

Outcome

- MediaMint secured growth investment from Everstone Capital and Recognize to further drive expansion of service offerings and global delivery capabilities
- This transaction adds to DC Advisory's extensive experience and strong track record in the technology-enabled services sector

“I couldn't have wished for a better partner for this important milestone in my entrepreneurial journey. The DC Advisory team, led by Klaas, George and Sairam, were exceptional. Their tireless efforts, truly unbiased advice, and utmost professionalism throughout the process, made the experience really joyful. I would definitely recommend DC Advisory and look forward to working with them again in the future.”

Aditya Vuchi, Founder, MediaMint

“We are truly delighted and privileged to have been part of this strategic transaction of consequence in the specialized technology enabled services space. The strategic investment from Everstone Capital and Recognize will help accelerate MediaMint's roadmap as it continues to serve leading digital marketing platforms, publishers, and agencies around the world. We wish the entire MediaMint team all the very best in the next chapter of their professional journey.”

Klaas Oskam, CEO, DC Advisory India

George Anthraper, Managing Director, DC Advisory India

