

DATE

January 09, 2019

SECTORS

Technology & Software

DEAL LOCATIONS



DC Advisory advised Playwire on its sale to FreakOut



DEAL TEAM



Christopher Hieb
Managing Director

DC Advisory, a leading investment banking firm, acted as the exclusive financial advisor to its client Playwire, a global technology company that specializes in maximizing advertising monetization for publishers, on its acquisition by FreakOut, the global marketing technology company.

FreakOut is part of FreakOut Holdings (TSE:6094) and based in Tokyo, Japan. The acquisition provides FreakOut with access to new markets while Playwire benefits from FreakOut's premium Asian media partners.

By joining forces with our Asian counterpart FreakOut, we have become one of the largest global media and technology companies in the world for digital advertising. We look forward to working together with the FreakOut team to create strategic synergies by mutually leveraging our group assets across North America, Europe, and Asia. Chris Hieb and the team at DCS Advisory were true partners to us throughout this process. I knew we needed an advisor who understood our space and had the right relationships with buyers. They delivered, advocating for us tirelessly and guiding us to the right outcome for both our firm and FreakOut.

Jayson Dubin
CEO of Playwire