



THE 20TH ANNIVERSARY EVENT PAST, PRESENT, FUTURE

Two Decades of Exceptional Evolution

March 4, 2024
The Pierre, NYC



WELCOME MESSAGE



“
**TRUSTED INSIGHTS.
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RESULTS.**
”

Greetings,

Welcome to our 20th Annual Media & Technology Conference, focusing on “Two Decades of Exceptional Evolution.” We are delighted you could join us for this event, bringing together a senior level audience of executives and investors from across the global media, marketing, information and technology sectors.

We have assembled an impressive roster of A-list speakers for today’s program who will share insights and case studies on how to stay ahead of fast-paced changes in the industries we serve; how to innovate and transform business models in response to rapid developments in the use of technology and data; and how to leverage M&A to drive growth and enhance product and service offerings. We look forward to hearing from this great group of speakers!

Our goal today is to present new ideas and opportunities that stimulate thinking in the context of your own business models, while also allowing time for quality networking. In the end, we hope you come away from the event with at least three compelling ideas to take back to your office to share with your peers, as well as new business contacts to re-connect with in the days and weeks ahead.

As always, we are extremely grateful for the wonderful support of our world-class sponsors, including: BDO; The Boston Consulting Group; Buffkin / Baker; Datasite; GLG; H2K Labs; and Morgan Lewis. We would also like to thank our speakers for contributing their time and effort to our program.

We are pleased that you could join us today and hope you have time to connect with at least one of the JEGI CLARITY leaders while you are here.

Sincerely,
Wilma H. Jordan

Founder & CEO
North America
JEGI CLARITY

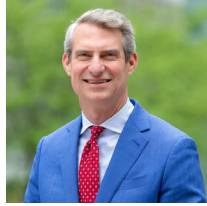
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Founder & CEO, N.A.



ROBERT BERSTEIN
Managing Director



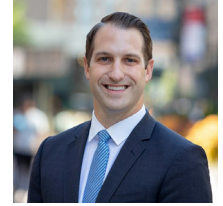
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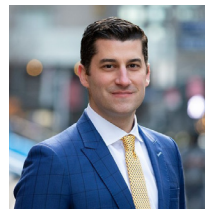
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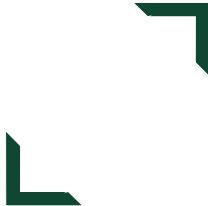
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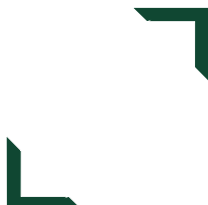
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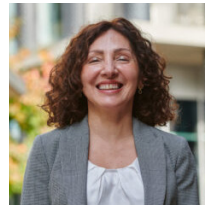
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Chief Business
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AMRITA JAIJEE
General Counsel and
Compliance Director



NATI CUCALON-ROBLES
Marketing Director



SEWRA ALAZAR
Finance Manager

AGENDA

11:30am	Registration and Lunch Served
11:45am – 12:00pm	Platinum Anniversary: Reflections Wilma Jordan, Founder & CEO, N.A. JEGI CLARITY
12:00pm – 12:30pm	Xs & Os Breaking Down the Explosive Growth of Women's Sports & the Business Opportunities Ahead Laura Correnti, Founder & CEO Deep Blue Sports + Entertainment Keia Clarke, Chief Executive Officer New York Liberty Breanna Stewart, Power Forward for the NY Liberty, 2x WNBA Champion, 2x Olympic Gold Medalist, 2x WNBA MVP, 5x WNBA All-Star, 4x NCAA Champion
12:30pm – 1:00pm	Structural Changes in Advertising: Change is Good... But for Whom? John Rose, Managing Director & Senior Partner Boston Consulting Group Bill Wise, Co-Founder & CEO Mediaocean
1:00pm - 1:30pm	Deep Dives Into M&A's Hottest Sectors JEGI CLARITY Leaders
1:30pm – 2:00pm	Value Creation with AI – Productivity vs. Growth Moderator Philipp Mueller, Chief Analyst & Product Officer Outsell Panelists Sejal Amin, Chief Technology Officer Shutterstock Nikesh Kalra, Chief Operating Officer DeepMedia Ilya Meyzin, Head of Data Science Dun & Bradstreet
2:00pm – 2:30pm	How to Integrate Media & Marketing Services in 2024 Michael Hirsch, Managing Director JEGI CLARITY Elizabeth Deeming, Chief Executive Officer MVF
2:30pm – 2:45pm	Unleashing Value: The Critical Role of Data in Driving Premium M&A Transactions and Exits Moderator Chris Karl, Chief Business Development Officer, N.A. JEGI CLARITY Panelists Kerry Gumas, Founder & CEO Metacommet Advisors Heather Holst-Knudsen, Founder & CEO H2K Labs

AGENDA

2:45pm – 3:00pm	Recent Legal Developments and Trends in M&A Robert Dickey, Partner Morgan Lewis
3:00pm – 3:45pm	Break
3:45pm – 4:15pm	Culture, Talent and Driving Innovation: The Decade Ahead Anthea Stratigos, Co-Founder & CEO Outsell Gemma Postlethwaite, Chief Executive Officer GLG
4:15pm – 4:45pm	20 Years of M&A: A Look Under the Tent Moderator Marcus Anselm, Partner JEGI CLARITY Panelists Patrick Donoghue, National Managing Principal, Corporate Finance & Transaction Advisory Services; Private Equity Industry Leader BDO Sean Sullivan, Managing Director & Head of Direct Lending Origination Morgan Stanley Andrew Tisdale, Senior Managing Director & Co-Head of Europe Providence Equity Mark Williams, Chief Revenue Officer, Americas Datasite
4:45pm – 5:15pm	Celebrating 20 Years of Entrepreneurial Spirit Moderator Scott Peters, Co-Founder & Managing Partner Growth Catalyst Partners Panelists Bob Dethlefs, Founder & Former CEO Evanta; Chairman CyberRisk Alliance Doug Manoni, Founder & CEO CyberRisk Alliance
5:15pm – 5:45pm	Flywheel: The Global Vision for E-commerce Wilma Jordan, Founder & CEO, N. A. JEGI CLARITY Duncan Painter, Chief Executive Officer Flywheel
5:45pm – 7:00pm	Closing Remarks and After Party

To view the biographies of today's speakers, please scan the QR code or visit this link:
www.jegiclarity.com/wp/wp-content/uploads/2024/02/2024-Speaker-Bios.pdf



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BDO's latest CFO survey reports that Private Equity CFOs are cautiously optimistic about 2024. With inflation slowing down, material and labor costs moderating, supply chain disruptions abating, and interest rates stabilizing, CFOs are more optimistic about their revenue, profitability, and cash flow prospects in 2024. As valuations achieve new record highs and with expectations for lower interest rates in 2024, we expect an improving M&A market throughout the year.



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The Boston Consulting Group (BCG) is a global management consulting firm and the world's leading advisor on business strategy. BCG partners with clients in all sectors and regions to identify their highest-value opportunities, address their most critical challenges, and transform their businesses.

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Founded in 1873, Morgan Lewis offers more than 2,200 lawyers and specialists—in 30+ offices across North America, Asia, Europe, and the Middle East.

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JEGI CLARITY (www.jegiclarity.com), is a preeminent M&A advisory firm for the media, marketing, information and technology industries. With a global reach from New York, London, Boston, Sydney and San Francisco, we have closed more than 800 transactions during our 35+ year history.

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AURORA NORTH
 HAS SOLD ITS
INTAPP SOLUTIONS DIVISION
 TO
WILSON ALLEN
 A PORTFOLIO COMPANY OF
RENOVUS CAPITAL

cbpe
 HAS INVESTED IN
snigel

IVY EXEC
 HAS BEEN SOLD TO
innovateMR
 A PORTFOLIO COMPANY OF
CIVIC PARTNERS

WTWH Media LLC
 HAS RECEIVED INVESTMENT FROM
MOUNTAINGATE CAPITAL

e.Republic
 HAS BEEN SOLD TO
LEEDS Equity Partners

LRP MEDIA GROUP
 HAS SOLD
Executive HR Technology & **F&C FUTURE FINANCIAL SERVICES**
 TO
ARC
 BE IN THE KNOW
 A PORTFOLIO COMPANY OF
EAGLE TREE CAPITAL

Bridgepoint
 HAS INVESTED IN
MiQ

two bulls
 HAS BEEN SOLD TO
DEPT

curion
 A PORTFOLIO COMPANY OF
MONROE CAPITAL
 HAS BEEN SOLD TO
SUMMIT PARK

Fit Small Business
 HAS BEEN SOLD TO
TechnologyAdvice

L.A.C GROUP
 A PORTFOLIO COMPANY OF
RENOVUS CAPITAL
 HAS MERGED WITH
WILSON ALLEN

RENOVUS CAPITAL
 HAS ACQUIRED
L.A.C GROUP

QUEEN'S PARK EQUITY
 HAS RAISED FINANCING FACILITIES FOR
futuredeluxe

SPARK451
 HAS BEEN SOLD TO
Jenzabar

Bridgepoint
 HAS ACQUIRED
teamig
 A PORTFOLIO COMPANY OF
EQUISTONE

ANNEX CLOUD
 HAS RECEIVED INVESTMENT FROM
OPENGATE CAPITAL
 REALIZING POTENTIAL

JELLYFISH PICTURES
 HAS RECEIVED INVESTMENT FROM
KCP KEY CAPITAL PARTNERS

EMH PARTNERS
 HAS INVESTED IN
SMARKETER

iMemories
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G CAPITAL & **LONDON CAPITAL PARTNERS**

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STAR MOUNTAIN CAPITAL

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Aderant
 A DIVISION OF
ROPER

mobeus
 HAS INVESTED IN
InboxInsight

GOODSTUFF
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