

AdEngage

Siemer & Associates advised AdEngage on its sale to Technorati



- AdEngage (www.adengage.com) operates a major online advertising network that displays ads on more than 4,500 websites.
- AdEngage works with thousands of advertisers to display over 13 billion ads every month. The network acts as an exchange between advertisers and publishers.
- Siemer & Associates was selected as exclusive financial adviser given its deep rooted relationships with new media investors and extensive deal experience in the online advertising space.
- Siemer & Associates ran a successful process resulting in an excellent outcome for both acquirer and seller. Siemer & Associates positioned AdEngage for sale to a partner who shared the Company's long-term vision and negotiated an optimal valuation.

Siemer & Associates created a "win-win" situation:

- Siemer & Associates completed a successful transaction optimally positioning the Company and by pre-empting potential obstacles.
- With this new partnership, AdEngage will have additional infrastructural support to more expeditiously execute on its business plan.