

## *UGO, Inc. sold to Hearst Corporation*



- UGO was the largest private online entertainment company which manages a network of owned and operated, and affiliate sites.
- With an audience of over 11 million monthly unique visitors in the U.S. and nearly 28 million worldwide, UGO reaches one in ten online users in the highly coveted male 18-34 year old demographic.
- Engaged to run a high touch, discrete M&A process aimed at only a handful of highly qualified buyers. The process was designed to minimize employee distraction and the perception that the Company was still being "shopped".
- Successful positioned the Company for sale to a high quality media buyer and negotiated the sale at an attractive valuation.

### A "win-win" situation:

- Completed a successful transaction with a high quality strategic partner after previous efforts by the Company were unsuccessful.
- Through Hearst, UGO will have the resources to expand their business aggressively while providing Hearst with a digital media platform.