

Feb 2016


safe. smart. secure.**Not Disclosed**Growth investment
by Bison Capital

Exclusive placement agent

 **First Analysis**
Securities Corporation

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First Analysis Acted as Exclusive Placement Agent in Cartasite's Growth Capital Raise by Bison Capital

CHICAGO – February 24, 2016 – First Analysis acted as the exclusive placement agent in a growth capital raise, closed in February 2016, for Cartasite LLC, a leading provider of Industrial Internet of Things ("IoT") solutions for asset and resource intensive industries. First Analysis provided advisory expertise to Cartasite throughout the transaction, including preparation, positioning, investor coordination and contact, due diligence and negotiation. The investment will be used to fuel the growth of Cartasite, and comes as oil and other commodity prices have placed increasing pressure on producers and servicers to drive efficiency from their employees. Cartasite has emerged as a market leader in driver safety, fleet management, asset monitoring and field operations for companies such as ConocoPhillips, Cameron, and Anadarko, and has delivered measurable ROI and demonstrable improvements in performance across a wide range of geographies and use cases.

The equity investment was made by Bison Capital, who has extensive investment and operating experience. This capital infusion will enable Cartasite to scale its sales and operations, further strengthen its proprietary technology and IP, and accelerate the commercialization of additional offerings. Bison invested with a long term thesis around the value of vertically focused IoT software and is expected to assist the Company in increasing its recurring revenue base and reach.

"First Analysis has a deep understanding of the emerging Industrial IoT markets and has differentiated itself as thought leader in the space. It was their expertise and vision which brought Cartasite and Bison together," noted David Armitage, CEO of Cartasite.

Bison's Andreas Hildebrand noted, "Cartasite has established itself as one of the important leaders in the emerging Industrial Internet of Things marketplace, delivering practical solutions that address operational efficiency, safety, and security. First Analysis was crucial in making the introduction to Cartasite and in negotiating a deal that worked for all parties."

About Cartasite

Headquartered in Denver, CO, Cartasite was formed in 2004 with the goal of delivering practical technology solutions that enhance safety, security, and operating efficiency for energy, mining and other heavy equipment sectors worldwide. With deployments in 31 countries, customers rely on Cartasite's real-time monitoring systems to produce results that streamline operations, save lives, and protect the environment.

About First Analysis

Founded in 1981, First Analysis has a 35-year track record of serving emerging growth companies and established industry leaders within its focused areas of domain expertise. Our investment banking practice leverages industry insights developed through our equity research and private equity activities to deliver value to clients across the life cycle of a business. Providing senior-level attention to every client, First Analysis offers superior execution across a comprehensive

range of investment banking services, including M&A advisory, public equity and debt financing, and private equity placements.

For additional information about how the investment banking professionals at First Analysis Securities Corporation can help you, please visit our website, www.firstanalysis.com, or call us at (312) 258-1400.