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## First Analysis acted as the exclusive financial advisor to sticky.io for its minority equity investment

**CHICAGO – July 2, 2020** – First Analysis acted as the exclusive financial advisor to sticky.io (formerly LimeLight CRM) for its capital financing led by Flexpoint Ford. The capital raise will be used to continue accelerating sticky.io's rapid growth and global brand penetration. sticky.io is the leader in subscription e-commerce software, processing billions of dollars in transactions and enabling consumer-centric brands to maximize revenue through flexible billing and advanced analytics. sticky.io announced the investment in conjunction with its rebranding from LimeLight CRM, reflecting the Company's evolution from a customer relationship management solution to a fully integrated, enterprise e-commerce platform built for performance and scalability.

First Analysis focuses its advisory services on high-growth, entrepreneur-driven software companies like sticky.io. The First Analysis team worked closely with the Company to understand the industry and create a unit-based economic model while positioning the Company optimally in the marketplace. First Analysis was actively engaged throughout the transaction process, including preparation, positioning, investor coordination and contact, due diligence and negotiation.

"We wanted to partner with an investment bank that was able to tell our unique story while positioning the Company around e-commerce and financial technology. First Analysis really listened to what our objectives were and worked as an extension of our team to ensure a favorable outcome. If another opportunity presents itself, I would be thrilled to partner with First Analysis again," said Brian Bogosian, CEO of sticky.io.

Proceeds from the financing are being used to invest in sticky.io's e-commerce platform and expand the leadership, sales and marketing teams to support planned growth.

### About sticky.io

Headquartered in San Francisco, sticky.io is a global e-commerce and subscription platform that helps brands build lasting bonds with customers. Consumers today expect authentic and personalized experiences when they interact with brands. Being able to deliver the right message and offer at the right time can mean the difference between loyalty and churn. With 450+ partner integrations and over 10,000 merchant customers processing more than \$4.5 billion in transactions annually, sticky.io is the leading billing and

customer management solution for direct-to-consumer and subscription eCommerce brands. To learn more, visit [www.sticky.io](http://www.sticky.io).

### **About First Analysis**

Founded in 1981, First Analysis has a 39-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 research and investing 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.