

Sept 2016



Not Disclosed

Series B Convertible Preferred Stock

PRIMUS

Exclusive placement agent

First Analysis
Securities Corporation

First Analysis Acted as Exclusive Placement Agent in Certona's Series B Financing Led by Primus Capital

CHICAGO – September 27, 2016 – First Analysis acted as the exclusive placement agent in an equity investment in Certona, the leader in omnichannel personalization solutions for the world's largest brands and retailers. First Analysis provided advisory expertise to Certona throughout the transaction, including preparation, positioning, investor coordination and contact, due diligence and negotiation.

For more information about this transaction, or with questions about how we can assist you or your clients, please contact the following First Analysis representatives:

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The equity investment was made by Primus Capital. This capital infusion will enable Certona to grow market share, accelerate product development and expand services and support for existing and new clients.

"First Analysis was very instrumental in the successful execution of this transaction. Their industry expertise, desire to fully comprehend our business and ability to leverage strong investor relationships helped deliver optimal terms from a reputable partner," said Meyar Sheik, CEO of Certona. "We are pleased with the outcome and excited to be working with a strong value-added partner in Primus Capital."

Headquartered in San Diego, CA, Certona is the leading provider of real time, personalized content management experience solutions. Certona pioneered the use of patented machine learning and predictive algorithms for real-time profiling of individual shoppers across various digital retail channels. Within 3-4 clicks on a site, the Company's personalization platform enables retailers to accurately predict the next best action for the shopper to deliver the most relevant, in-the-moment shopping experience. As a result, Certona's clients experience significant improvements in customer engagement, conversions and sales. Founded in 2004, Certona now serves over 40 billion personalized consumer experiences a month for many of the world's leading brands and retailers, leveraging data from every consumer engagement point.

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.