

## PRESS RELEASE

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### Strata Partners advises Pure360 on its sale to Spotler Group

Strata Partners is delighted to announce that it acted as exclusive corporate finance adviser to Purepromoter Group (Holdings) Limited ("Pure360") on its sale to Spotler Group ("Spotler").

Founded in 2001, Pure360 is a marketing technology (MarTech) provider headquartered in Brighton, UK, with clients that include household names such as Blackwell's, Gossard, Innocent Drinks, Kuoni, the NHS, Pour Moi, Wagamama and Whirlpool. Pure360's SaaS solutions help marketers get better results with products that span the digital marketing landscape, from email marketing through website personalisation to advanced analytics.

Pure360 delivers functionality built around the needs of B2C marketers, with a marketing automation platform that brings together functionality such as product recommendations, basket abandonment emails, email and website personalisation, persona analytics, behavioural targeting, personalised journeys and loyalty programs that are proven to increase e-commerce sales revenue, at the scale needed by consumer brands.

Mark Ash, CEO of Pure360, commented: *"I couldn't be more thrilled to be joining forces with the Spotler Group, an organisation whose values align so closely with ours. We see a huge synergy in our shared interest in delivering technology and service excellence. Our partnership will only help to complement and support the services we deliver to our customers and allow us to deliver even more effectively on our mission to help our customers be the best marketers they can be."*

Founded in 2005 as Communigator, Rotterdam, Netherlands-based Spotler empowers marketing and sales professionals to convert prospects to customers with its all-in-one marketing automation platform. Designed to manage every step of the digital journey; from tracking leads to building complex campaigns, Spotler is changing the way marketing and creative teams manage their campaigns, by enabling companies to engage customers across all digital channels; drastically increasing and improving their lead generation. Spotler is backed by Rotterdam-based investor CNBB Venture Partners.

#### About Strata Partners

Founded in 2002, Strata Partners is an independent corporate finance partnership headquartered in London that provides buy side and sell side mergers & acquisitions advice and capital raising services to technology and science-enabled businesses across the globe. Learn more about Strata at [www.strata-partners.com](http://www.strata-partners.com).

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