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## **Millpond Equity Partners Invests in Futuri Media**

Boca Raton, FL, February 13th, 2019 – Millpond Equity Partners (“Millpond”) has made an investment in Futuri Media LLC (“Futuri” or the “Company”), a leading provider of SaaS technology for audience engagement and sales intelligence to broadcasters and publishers. Futuri, headquartered in suburban Cleveland, Ohio, offers its customers a comprehensive suite of products and services designed to drive audience and revenue growth and enhance sales team productivity. The Company’s audience engagement suite, including its POST podcasting and on-demand system and TopicPulse real-time social intelligence platform, provides tools that maximize ROI on content investments and enable creators to expand distribution. Futuri’s sales intelligence platform, TopLine, provides client sales teams’ data-driven intelligence and content designed to increase sales efficacy and productivity. Founded in 2009 by Daniel Anstandig, the Company currently serves more than 1,500 broadcasters worldwide that reach more than 100 million consumers daily.

“Futuri was founded with the mission of providing cloud-based technologies that enable broadcasters to capitalize on the rise in digital audio and video consumption. Our most important goal is supporting our clients’ success in using our platforms to drive audience and revenue growth,” commented Futuri Founder and CEO, Daniel Anstandig, “We put our skill and passion to work every day for the betterment of our clients and partners, and we saw the same integrity and spirit in Millpond’s approach. Millpond is the ideal partner to collaborate with us in continuing to deliver on our mission by broadening and enhancing our service offering and providing strategic guidance as we embark on our next phase of growth.”

“Futuri’s demonstrated ability to drive revenue growth for its customers has established it as the leader in its market and the Company has a terrific track record of delivering products and technology with a strong value proposition, leading to deep customer relationships. Futuri has a number of avenues for future growth and we are excited to partner with Daniel Anstandig and the talented, experienced team he has assembled to drive continued success for the Company and its client base,” commented Millpond Equity Partner Larry Shagrin.

The Futuri Media transaction represents the fifth platform investment for Millpond Equity Partners. Millpond is dedicated to investing in lower middle market business services companies.

Additional financing for the transaction was provided by JP Morgan Asset Management, Aberdeen Standard Investments, Oxer Capital, First Merchants Bank, management, and original angel investors, Zapis Capital Group. Petsky Prunier served as financial advisor to Futuri Media.

## About Futuri Media

Futuri Media is a global leader in SaaS technology designed to drive audience and revenue growth by deepening consumers' trust in, affinity for, and loyalty to brands and the teams who represent them. Futuri Media's audience engagement and sales technology, for which it holds 11 published or pending patents in 151 countries, is used by thousands of broadcasters and publishers worldwide. Named to the Inc. 5000 List of America's fastest-growing private companies for five consecutive years, Futuri Media's best-in-class customer support is a key driver of its growth. Founded by CEO Daniel Anstandig in 2009, Futuri Media is dedicated to driving measurable success for its partners through innovative SaaS technology, proactivity, speed, and trust in all of its relationships. For more information, please visit [futurimedia.com](http://futurimedia.com).

## About Millpond Equity Partners

Millpond Equity Partners is a private equity firm focused on investing in lower middle market, growth-oriented business services companies. Headquartered in Boca Raton, Florida, the Millpond leadership team has nearly 60 years of combined private equity and operating experience, deep industry expertise and a track record of growing businesses and creating value alongside management teams. Millpond combines a partnership approach with extensive hands-on operational and investment management experience. Its experienced investment professionals work hand-in-hand with leaders of healthy and growing businesses, providing strategic guidance, resources and support while assisting those companies through their next phase of growth. For more information, please visit [millpondequity.com](http://millpondequity.com).

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