

NEWS RELEASE

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For Immediate Release

**MARKET STRATEGIES INTERNATIONAL, MORPACE WILL MERGE TO CREATE
THE 15TH LARGEST MARKET RESEARCH FIRM IN THE US**

In partnership with private equity firm STG, Market Strategies International and Morpace to create a stronger and more dynamic company capable of better serving its blue-chip clients.

(DETROIT, Mich. – June 26, 2018) Leading market research firms Market Strategies International and Morpace announce today they are combining into one firm, as part of an acquisition of both firms by STG. The transaction will inject new investment into the combined firm, accelerating growth to better serve its clients through stronger data solutions, operational excellence and client centricity.

Market Strategies and Morpace have earned the trust of many of the world's top brands across the automotive, consumer/retail, energy, financial services, health, technology and telecommunications industries. Their research specialties include brand, customer experience (CX), product development and segmentation, and they are known for exceptional quality of execution, smart methodologies, and a rigorous approach to primary research as well as syndicated studies and benchmarking.

STG is a Palo Alto, Calif.-based private equity firm that has built a long and successful track record transforming high potential software and technology-enabled services companies into definitive market leaders including insights-oriented companies such as IRI, Simmons Research, Symphony Health Solutions, AlphaImpactRx, Hitwise, and Evidera.

Market Strategies and Morpace will be fully integrated and co-located under a new brand to be announced later in 2018 and will remain headquartered in Michigan. Clients can expect to work with the same experienced teams and, more importantly, with a stronger company behind them.

“According to the American Marketing Association, our collective firm will become the 15th largest market research firm (based on total revenue) in the US with more than 450 research consultants. Morpace and Market Strategies also share a culture of relentless commitment to ‘better, faster, stronger’ so uniting is a natural evolution,” said Duncan Lawrence, president and CEO, Morpace. “The research industry is

increasingly driven by technology. STG was uniquely attractive as a partner due to its success in the industry and demonstrated track record in applying technology to transform insights-oriented businesses.”

Market Strategies President Melissa Sauter added, “This merger was meant to be—it benefits our clients and employees in so many ways. Market Strategies and Morpace employees live, eat and breathe consultative data analytics and are constantly looking for new ways to apply insight in meaningful ways. When you add in our combined firm’s deep industry knowledge, the result is better solutions and capabilities that continue to challenge our employees and help organizations solve complex business and marketing challenges.”

“Morpace and Market Strategies are excellent firms with superb blue-chip client relationships and a demonstrated history and commitment to quality work. They are complementary firms in regards to culture and industry coverage, and we believe that both firms will gain from the others’ capabilities. We look forward to helping them accelerate their current plans of leveraging technology and software-driven analytics into high quality customer engagements,” said J.T. Treadwell, managing director, STG.

This pre-arranged merger transaction was initiated by JEGI, a leading independent investment bank that served as exclusive financial advisor to the owners and management of Market Strategies and Morpace.

About Market Strategies International

Market Strategies International is the research and consulting partner that helps the world’s most successful organizations thrive. Clients trust Market Strategies to help them grow by applying exceptional research insight through the lens of deep industry knowledge. Their senior experts put fresh thinking into solving brand challenges, resulting in impactful strategic advice and better results. Market Strategies is headquartered in Livonia, Mich., with regional offices in Atlanta; Cambridge, MA; Little Rock, AR and Portland, OR. For more information on the firm and its services, visit www.marketstrategies.com.

About Morpace

Morpace is a top 50 global research and consulting firm that has built a reputation as truth seekers who humanize data to connect clients with their customers. With offices in Detroit, Los Angeles, London and Shanghai, Morpace has been recognized as a global leader in its field. For more information on the firm and its services, visit www.morpace.com.

About STG

STG is the private equity partner for market-leading data, software and analytics companies. The firm brings expertise, flexibility, and resources to build strategic value and unlock the potential of innovative

companies. Partnering to build customer-centric, market-winning portfolio companies, STG creates sustainable foundations for growth that bring value to all existing and future stakeholders. The firm is dedicated to transforming and building outstanding technology companies in partnership with world-class management teams. STG's expansive portfolio has consisted of more than 30 global companies. For more information, please visit www.stgpartners.com.

About JEGI

Headquartered in New York with offices in Boston, London and Sydney, JEGI is a leading independent investment bank for the media, information, marketing and tech-enabled services sectors.

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