

PE Newsmaker+

In the PE World Time is Money!

PE Newsmaker+ Maximizes M&A News in 40 Days or Less

Private equity continues to play an increasingly important role in private capital markets. Investopedia estimated that private markets manage almost \$12 trillion in assets in 2022.

M&A activities led by private equity firms now account for over 40% of North American aggregate M&A volume. Bolt-on acquisitions are a proven growth strategy for private equity... and that won't change any time soon.

Maximizing the impact of bolt-on PE led mergers or acquisitions is key for private wealth investors. And with holding periods as short as 5 years, getting M&A news out fast is critical! But, getting the word out quickly and efficiently to key stakeholder groups is not easy.

Introducing PE Newsmaker+...a turn-key multi-channel communication program that builds broad awareness of PE led mergers and acquisitions among internal and external stakeholders in less than 40 days.

PE Newsmaker+ provides a full multi-media presentation of M&A news quickly distributed through multiple digital communication channels

A Turnkey Solution to Maximize Awareness of PE Driven M&A Deals

Ascension Studios PE Newsmaker+ provides an integrated team of professionals to help you tell your story quickly and in a compelling way to maximize the value of bolt-on acquisitions.

With over a decade of service to PE, Ascension understands how private owners view organic and inorganic growth. We've worked with many PE firms and dozens of their portfolio companies on growth programs that drive rapid bottom line impact.

PE Newsmaker+ provides an integrated set of rapidly deployed awareness building assets and hands-on support by the Ascension Studios team to maximize awareness of PE driven M&A deals:



Original Video Production – Showcase existing and newly acquired portfolio companies with short form video production filmed on site at company facilities. We provide script development, voice-over talent, on-site photography, on-screen graphics, legal releases, and post production services.



Stakeholder Messaging – Customized M&A announcement messaging and Frequently Asked Questions (FAQs) tailored to multiple stakeholder groups announcing acquisitions and explaining the expected benefits.



Multi-Lingual Translations – We translate key stakeholder M&A messaging into multiple languages to reach employees and other stakeholders for whom English is not their preferred language.



Digital Message Distribution – We distribute M&A related communications via targeted email and social media channels to build marketplace awareness quickly and cost-efficiently.



PR/Editorial Relations – We help craft your press release announcements and work with targeted media to maximize editorial pick up and publicity in specific digital or print news outlets. We can also provide media training to your key executives as well as pre-interview prep support as needed.



Social Media – Ascension Studios can maximize your reach and marketplace impact by posting M&A related content on LinkedIn, Facebook, Twitter/X, and Instagram.

Measuring Success

PE Newsmaker+ uses the following key performance measures to determine how well we've achieved our marketplace awareness and interest goals:

- **Email Open Rates**
- **Email Click Thru Rates (CTR)**
- **Website Traffic (driven by M&A communications)**
- **Editorial Coverage Opportunities (media interest and coverage)**
- **Social Media Response (platform user likes, comments, reposts)**
- **Employee/Associate response to internal M&A communications**

Customized Support Tailored to Your Specific M&A News

Your customized M&A news awareness generation program is delivered by a team of Ascension Studios writers, videographers, editors, and PR and editorial relations professionals that explain the M&A rationale and stakeholder benefit story in a compelling way that reassures stakeholders and may attract other potential acquisition targets.

All Ascension Studios support engagements are customized to your specific needs and acquisition type. So, you ultimately decide which of the available awareness generation channels you want to leverage to announce your M&A activity to stakeholders as well as to the broader public marketplace.

We're Known by the PE Company We Keep

Over the years, Ascension has supported the following PE firms and their portfolio company leadership with growth programming:

Tonka Bay Equity Partners (Minnetonka, MN)
GenNx360 (New York, NY)
Audax (Boston, MA)
CW Industrial (Cleveland, OH)
KLH Capital (Tampa, FL)
Thoma Bravo (San Francisco, CA)

A Compelling Value Proposition

Ascension combines over 20 years of service to PE plus an experienced team of marketing communication and production specialists to help you leverage bolt-on acquisitions to achieve maximum marketplace impact.

Within 40 days, a team of 8-10 Ascension Studios professionals will design, develop, copywrite, produce, and distribute your M&A communications to various stakeholders critical to your firm.

Let our team help your team maximize the marketplace awareness and impact of merger and acquisition announcements.

To learn more about PE Newsmaker+ contact:



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