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Repucom Acquired by Nielsen

NEW YORK – June 21, 2016 GF Capital Private Equity Fund, LP has announced the completion of the sale of its portfolio company Repucom, a global leader in sports marketing research, analytics and insights, to Nielsen. Terms of the transaction were not disclosed.

Founded in Sydney, Australia in 2004, Repucom has built a global enterprise in the sports sector, developing data and analytics that today are used by more than 1,700 clients globally to understand and evolve their assets in sports.

After Repucom's initial phase of growth, in 2010 management identified an opportunity for rapid growth through acquisitions and the expansion of the Company's product offering. This initiative was supported by capital and strategic guidance from GF Capital.

"It has been a privilege to work alongside Repucom over the past five years," said Erik Baker of GF Capital. "We first met a strong management team with an incredible vision, but we also saw an opportunity to enhance and shape the business, so we are delighted to have supported Paul Smith and his team. We are very proud of the business that has been built and believe this is a great platform for Nielsen as they grow their sports business," he added.

Used and trusted extensively by rights holders, brands, broadcasters and agencies, Repucom will be a key platform for Nielsen to rapidly expand its current sports practice.

"Throughout our nearly 12 years, Repucom always endeavoured to bring quality information and services that addressed both challenges and opportunities in the sports economy. I am extremely proud of our entire management team and very appreciative of the support and guidance from GF Capital, both of which have enabled Repucom to become a global leader," commented Paul Smith, founder of Repucom.

Repucom was represented legally by Seyfarth Shaw, with Babingtons providing international counsel.

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ABOUT GF CAPITAL

GF Capital Management & Advisors, LLC, through funds it manages makes growth capital investments in middle market, branded consumer product and media companies. It typically will purchase a majority stake in a business or a significant minority ownership with approval rights over material decisions. Over the past 20 years, GF Capital's founders have extensive experience working with entrepreneurs and their management teams to create attractive growth prospects and build substantial incremental equity value.