

## Blackstone to Make Significant Investment in Simpli.fi

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Simpson Thacher is representing Blackstone in connection with its proposed equity investment in Simpli.fi. Blackstone will join existing investor GTCR as majority shareholders in Simpli.fi. The investment values Simpli.fi at approximately \$1.5 billion.

Simpli.fi is a leading provider of workflow software and programmatic advertising solutions, serving over 1,400 agencies, advertisers and media buying organizations.

The Simpson Thacher team includes Anthony Vernace, William Allen, Jeff Levine, Ben Kloss and Alisha Tupchong (M&A); Sophie Staples, Caroline Phillips and Lina Pan (Tax); Lori Lesser, Genevieve Dorment, Melanie Jolson and Kate Mirino (Intellectual Property); Gregory Grogan and Caitlin Lucey (Executive Compensation and Employee Benefits); Brian Gluck and Whitney Bosworth (Financing); and Krista McManus and Stephanie Brenner (Real Estate).

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