



Exeter Street Capital Partners (“Exeter”) is pleased to announce the closing of a private placement of preferred equity securities and senior debt financing for The Sandbox Group, LLC (“Sandbox”). Alaris Royalty Corp. provided the preferred equity and The PrivateBank provided the senior debt to support the transaction and growth strategy of the company.

THE COMPANY



- The Sandbox Group, LLC is a global boutique advertising agency, based in Chicago with additional locations in Kansas City, Des Moines, Indianapolis, Toronto, New York and Los Angeles.
- Sandbox was formed in 2013 by Mark Anthony and John Hilbrich, bringing together four agencies with decades of proven results. Together, they have created a new, single agency with one purpose: to focus squarely on their clients, work, people and the collaborative ethos that ties it all together.
- Each agency that joins the “Sandbox” brings its own geographic focus, end market expertise and specialized service capabilities. The breadth of Sandbox’ current end market reach includes healthcare, agricultural science, financial services and consumer brands, to name a few.
- One of the standout characteristics that Sandbox offers to its agency partners is the integration and sharing of best practices into the operations and across the company.

THE TRANSACTION

- The team at Exeter has had a relationship with Sandbox since 2013, at which time they identified the uniqueness of the opportunity in an effort to continue to partner with the company. Since that time Exeter has remained intimately familiar with the business and strategy.
- Exeter approached the Sandbox management team, offering a capital solution based on the current and future needs of Sandbox’ capital planning and growth strategy, resulting in the custom identification and selection of the senior debt and preferred equity partners.
- A majority of the funded capital at close was provided to recapitalize the balance sheet.
- The result of this transaction provides the Sandbox management team and underlying business units the runway to growth by securing a long term, permanent capital offering with partners who understand the strategy, are supportive of the business and results and value the relationship.