

Case Study: Ripple Resort Media



Company Description

Ripple Resort Media, Inc. (RRM) is the exclusive provider of a unique, alternative out-of-home advertising solution targeting ski resort visitors
RRM provides the patented MapLinks media display system that combines ski resort maps and adjacent advertising on chairlift safety bars, allowing advertisers to reach highly desirable demographic segments

Situation Overview

RRM had been bootstrapped by its founding members since the Company’s start in 1999 and needed a strategic or financial partner to allow it to continue its rapid growth trajectory. After fielding multiple unsolicited inquiries regarding a potential acquisition, RRM engaged Q Advisors to manage a process
Q Advisors identified and contacted a select group of strategic acquirers and financial partners with experience in the out-of-home advertising market that would have an interest in RRM’s unique, patented advertising medium
Q Advisors developed strong interest from numerous parties, generating a competitive process and multiple offers to sell or recapitalize the Company

Result

AllOver Media (AOM) was chosen as the best strategic partner for RRM. AOM had recently been recapitalized by Audax Group and was actively looking to build its platform via add-on acquisitions
The transaction provided RRM’s shareholders with liquidity at an attractive valuation, while allowing them to roll over equity and maintain a meaningful minority stake
AOM brought invaluable financial, strategic and operational support to drive accelerated growth and resort expansion, both domestic and international

“ We were referred to Q Advisors by a large international digital marketing company that is a client of the firm. Like RRM, they are entrepreneurs who took no outside capital to grow their business and needed assistance in a sale process. That firm was impressed by the hands on way in which the Q Advisors team delivered on their outlined strategy as were we. The team contacted the right parties, set the appropriate tone for our process and assisted us in negotiating a great deal with a PE backed company. As this was our first rodeo, we welcomed the senior level attention and the counsel from the team that guided us to a successful outcome. We would recommend the firm to any out-of-home marketing company looking to grow or exit. ”

*Matt Jay
President and Founder, Ripple Resort Media*

