

FIVE POINTS CAPITAL



SQAD 

has acquired

WORKHORSE
software

Senior Subordinated Debt and Equity

FUNDS PROVIDED BY
BB&T CAPITAL PARTNERS MEZZANINE FUND II, LP

July 2014

Workhorse Software, based in Evanston, IL, provides SaaS-based media planning and plan management software, Mediatools™, which is used by advertisers and agencies as the primary system to manage and plan global media buys across all forms of new and traditional media.