



JANUARY 2018



List Partners Inc.

ACQUISITION

Subordinated Debt & Equity

Provided By

FIVE POINTS CAPITAL



List Partners Inc. operates a market-leading B2B sales intelligence platform for media and advertising sales professionals through two distinct service offerings, Winmo and Catapult. Winmo is a subscription sales intelligence platform that enables users to drive effective prospecting across all levels of a customer's organization, and Catapult New Business provides outsourced business development services for agencies. List Partners' proprietary subscription platform has 10,200+ users, and offers them curated, exclusive, and predictive sales intelligence at the company, brand and agency level.

Five Points Capital provided subordinated debt and made an equity co-investment in support of the acquisition of List Partners by Northlane Capital Partners.