



Five Points

CAPITAL



NORTHLANE
CAPITAL PARTNERS

HAS RECAPITALIZED



List Partners Inc.

MARCH
2019

List Partners Inc. operates a market-leading B2B sales intelligence platform for media and advertising sales professionals via its 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.

In January 2018, Five Points Capital provided subordinated debt and made an equity co-investment to support of the acquisition of List Partners by Northlane Capital Partners. In March 2019, Five Points supported Northlane's dividend recapitalization of List Partners with subordinated debt financing.

SUBORDINATED
DEBT