



# Five Points

## CAPITAL

# Ad.net

JULY  
2021

Ad.net, Inc. ("Ad.net") is a leading provider of digital performance advertising through intentdriven marketing for leading brands and agencies. Ad.net extends the campaigns of advertisers from traditional search engines and leverages a proprietary technology stack to help brands acquire new customers in an efficient and scalable manner. Ad.net is committed to developing additional solutions and ensuring exceptional service to be at the forefront of the digital advertising needs of advertisers ranging from Fortune 100 brands to SMBs. Five Points provided unitranche financing and an equity co-investment to support Clarion Capital Partners' acquisition of Ad.net.

**UNITRANCHE  
DEBT AND  
EQUITY**