



Bowstring advises Joystick Interactive in its acquisition by NMPi

Atlanta, GA – September 25, 2018 – Bowstring Advisors (“Bowstring”), formerly CHILDS Advisory Partners, served as the financial advisor to Joystick Interactive (“Joystick” or the “Company”), a digital marketing and transformation specialist headquartered in New York, in its acquisition by NMPi, a global digital advertising agency headquartered in London.

Founded by Chris Wilson, Philip Euler and Josh Holmes in 2006, Joystick is a market leading creative specialist with extensive expertise in data-driven dynamic ad technologies, and is a DoubleClick Certified Creative Partner. The Company has a strong focus on mobile advertising, rich media display ads, web & app development, user experience and AI & AR experiences and works closely with its clients by integrating media, technology and creative to deliver high quality and engaging end-to-end customer experiences.

“We are very grateful for the assistance and guidance provided by the Bowstring team in our search for the right partner,” said Chris Wilson, CEO of Joystick. “Their relationships across the buyer landscape and their persistent, unbiased advice enabled us to find the best outcome for all of our constituents.”

Don Holbrook, Managing Director at Bowstring Advisors, added, “We enjoyed working with the Joystick Interactive team and look forward to following their continued success with NMPi. The transaction leveraged Bowstring’s deep expertise in its IT & Professional Services sector.”

About Joystick Interactive

Joystick Interactive is a creative specialist with extensive expertise in data-driven ad technologies, and is a DoubleClick Certified Creative Partner. The Company has a strong focus on mobile advertising, rich media display ads, web & app development, user experience and AI & AR experiences. Joystick is headquartered in New York, NY with offices in Los Angeles, London, Santo Domingo and the Philippines. For additional information, visit www.joystickinteractive.com.



About NMPi

NMPi is an international digital marketing agency with offices and professionals in the UK, the United States, the Netherlands, Switzerland, South Africa, Australia, Malaysia and Singapore. The company has over 13 years of experience delivering market-leading, global strategies across Paid Search, Display, Paid Social and Analytics and has served customers in the fashion, retail, financial and gaming industries. NMPi is a trusted Google partner and is part of the DoubleClick Technology Partners program, which program is operated through the brand DQ&A. The brand and business of DQ&A is owned by Incubeta Holdings, which is the same company that owns NMPi. For additional information, visit www.nmpidigital.com.





About DQ&A

Founded in 2001, acquired by Incubeta Holdings in 2015, DQ&A is a global digital marketing specialist serving advertisers, agencies and publishers in over 14 global markets and is headquartered in the Netherlands. The company's expertise in ad tech infrastructure, data management and integration, and media management helps its clients thrive in rapidly changing digital marketing ecosystems. DQ&A is a founding Google Marketing Platform Sales Partner, a Google Certified Publishing Partner and a Google CSS Partner. For additional information, visit www.dqna.com.



About Bowstring Advisors

Same trusted advisors. Brand new name. Bowstring Advisors, formerly CHILDS Advisory Partners, is the next generation middle-market investment bank. We combine sector intelligence with a client-focused approach to realize our clients' true value. Our clients are high-performing Healthcare Services, Human Capital Management, Industrial Services, IT & Professional Services and Software companies. Bowstring is one of the fastest growing M&A advisors in the U.S. Bowstring Advisors is a member of FINRA and SIPC and is a registered broker-dealer. Please visit bowstringadvisors.com for more information about our firm, and follow us on [LinkedIn](#).



Please contact us to learn more about working with the Bowstring team:

Don Holbrook

Managing Director

949.596.9112

dholbrook@bowstringadvisors.com

Noah Anderson

Vice President

404.461.4642

nanderson@bowstringadvisors.com