

Transaction Overview: Marketing Associates

Transaction Date: July 2016

Client: Marketing Associates, Inc. & Applied Polymeric, Inc. (“MAI” or the “Company”)

Bundy Group Role: Exclusive financial advisor to the shareholders of MAI

Situation Overview

- MAI manufactures and distributes premium materials that are designed for the repair of concrete and asphalt highway and bridge surfaces. The Company also has an infrastructure services division, Applied Polymeric, that applies MAI’s products.
- The Trust of David Simmons owned MAI and was focused on divesting its ownership of the Company.
- The Company, led by an experienced senior management team, was in a prime position to grow over the next five years. Finding a buyer that could support management’s growth was critical to the transaction.
- Bundy Group was retained to confidentially market the Company to a relatively broad of buyers, manage the offer and due diligence process, and assist in closing the transaction.
- The Bundy Group team also advised both the shareholders and the management team on how both groups could achieve their respective transaction and post-transaction objectives.



Outcome

- After receiving multiple offers, MAI selected USL, a United Kingdom-based division of publicly-traded RPM, as the buyer.
- Eager to expand internationally, USL viewed MAI, its management team and operations as an outstanding platform to help USL cross-sell its products in the U.S. market.
- The MAI team was attracted to RPM’s focus on buying family and entrepreneurially-owned businesses, leaving the operations intact, and supporting management in its growth efforts.
- The MAI shareholders received an all cash offer, providing for full liquidity at an attractive valuation.