

Clare Advisors Represents MULTIPLY on its Acquisition of Social Content Firm UMBRLA

Washington, D.C. – July 9, 2019 – Mergers and Acquisitions (M&A) advisory firm Clare Advisors (www.clareadvisors.com) is pleased to announce that it served as exclusive financial advisor to MULTIPLY, a data-driven, social forward public relations firm on its acquisition of UMBRLA, a full-service social agency with strong capabilities in Instagram and a focus on future digital and social media platforms. The transaction was led by John Burns of Clare Advisors.

"What attracted us to the deal is not only the talent that UMBRLA clearly had, but also the deep Instagram capability spike they bring to the table," said Dan Baum, CEO of MULTIPLY. "The UMBRLA team will deepen MULTIPLY's social content and strategy capabilities immediately, but it's their deep understanding of emerging social networks that perfectly aligns with MULTIPLY's forward-thinking, data-led strategy."

MULTIPLY is a data-driven social and public relations agency with offices in New York, NY, Washington, DC, and Denver, CO. As part of the transaction, UMBRLA's operations will move into MULTIPLY's recently expanded Denver office. MULTIPLY plans to continue to grow its team in both the New York and Denver locations.

"Clare Advisors' advisory role was both comprehensive and strategic; from identifying the capability gap to vetting and structuring, then closing the deal. We're thrilled to count on Clare Advisors as an ongoing and core ally," said Dan Baum.

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About Clare Advisors:

Clare Advisors is a boutique Mergers and Acquisitions (M&A) and financial advisory firm that specializes in servicing digital advertising, marketing communications, media, and internet-based businesses.

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