

## US Capital Puts in Place \$10 Million Financing for Global AdTech Company



*Global private financial group US Capital supports digital advertising company through credit facility for opportunistic acquisition, owner recapitalization, and partner buyout.*

SAN FRANCISCO, SEPTEMBER 2022 – **US Capital** has structured and put in place \$10 million in financing for a digital advertising company headquartered in the Northeastern United States (the “Company”). With offices in North America, Europe, and Asia, the Company provides AdTech software solutions and services to facilitate the purchase and sale of digital advertising to a global client base of thousands of online publishers and advertisers.

With offices on four continents, US Capital is a full-service global private financial group with an established track record in investment banking, asset management, and capital formation services. The group provides sophisticated debt, equity, and investment products to lower middle market companies and investors. All securities are offered by the group through its registered broker-dealer affiliate, US Capital Global Securities LLC.

“We are very pleased to have structured and put in place a \$10 million credit facility for this expanding global digital advertising business,” said **Jeffrey Sweeney**, Chairman and CEO at US Capital. “US Capital



specializes in financing special situations that are challenging for traditional lenders, such as providing funding for owner recapitalization, partner buyout, and strategic and opportunistic acquisition, as here. Following careful analysis of the Company's cashflow, financial performance, market trends, enterprise value, and sponsor net worth, we were able to put in place a \$10 million facility for the Company."

## About US Capital

Established in 1998, **US Capital** leverages the latest FinTech and RegTech innovation to provide sophisticated debt, equity, and investment products to lower middle market companies and investors. The US Capital group manages direct investment funds and provides wealth management and capital raise services through its affiliates, including US Capital Global Investment Management LLC, US Capital Global Wealth Management LLC, and its FINRA-member, SEC-registered broker-dealer, US Capital Global Securities LLC. The group collaborates closely with its peers in professional banking and investment advisory. [www.uscapital.com](http://www.uscapital.com)

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