

Whipstitch Capital Serves as Exclusive Financial Advisor to Presence Marketing in Strategic Sale to PLTFRM

FOR IMMEDIATE RELEASE

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PLTFRM, a leading omni-channel commerce partner specializing in driving retail and digital sales growth for brands, has announced the successful acquisition of Presence Marketing, a leading commerce partner for natural and organic CPG brands. This strategic acquisition enhances PLTFRM's service offerings, expands its retail channel reach, and solidifies its position as the leading growth engine for brands looking to scale in today's evolving marketplace. Whipstitch Capital served as the exclusive financial advisor to Presence Marketing.

With the addition of Presence, PLTFRM now boasts a combined team of over 650 industry experts with strong relationships at 30+ key retailers, including Walmart, Sam's Club, Amazon, TikTok Shop, Target, Costco, Best Buy, Kroger, Whole Foods, Sprouts, Wegmans, and Albertsons. The combined approach will strengthen PLTFRM's ability to provide a comprehensive solution that enables disruptive brands to drive sales growth both digitally and at retail in a holistic manner.

"We are excited to welcome the incredible team from Presence into the PLTFRM family," said Noah Bremen, CEO/Founder of PLTFRM. "This acquisition positions PLTFRM as the most powerful partner for disruptive brands looking to scale in digital and physical retail. By integrating Presence's deep expertise in the natural and organic channel with PLTFRM's omnichannel strategy and technology, we are unlocking new levels of growth and market access for our brand and retail partners. Together, we are poised for a bright future."

Adding Presence allows PLTFRM to offer a wider selection of channel solutions, including additional retail services and expanded data and category leadership capabilities. Furthermore, Presence's established relationships and reputation within natural, organic, and conventional retailers across the U.S. will provide new opportunities for growth and expansion.

"Sales agencies are a crucial component of the CPG ecosystem, acting as the bridge between brands and retailers," said Bill Weiland, CEO and Founder of Presence. "Joining forces with PLTFRM allows us to elevate our services, provide additional value to our clients, and leverage new resources to fuel even greater success in the evolving retail landscape."

The acquisition marks an important milestone in the continued success and future vision of PLTFRM as it continues its mission of utilizing industry experience, strong relationships, data, AI and technology to connect consumers with the world's best brands.



ABOUT PRESENCE

Presence Marketing is the leading natural and organic-focused CPG commerce partner in the United States. With their national footprint, Presence serves a diverse array of grocery channels, including natural (Whole Foods, Sprouts, Erewhon), specialty (MOM's, Fresh Thyme), conventional (Kroger, Public, Albertsons), and mass markets (Meijer, HEB), with a strong position in the food, beverage, nutrition and personal care categories. Presence's robust services are complemented by a wide array of proprietary technology applications, which enhance client productivity and sales strategy.

ABOUT PLTFRM

PLTFRM is an industry-leading omni-channel commerce partner. The company drives revenue for its brand partners via digital and brick-and-mortar retail channels, including Walmart, Sam's Club, Amazon, TikTok, Target, Costco, Best Buy, and numerous additional online marketplaces. The Company's best-of-breed, mission-critical managed services include omnichannel sales strategy, E-commerce optimization, supply chain and logistics management, digital marketing, content services, demand forecasting, retail analytics, and category management. Established in 2005 and privately held, the Company has a long history of accelerating brand growth for consumer brands of all sizes, stages, and industry verticals.

ABOUT WHIPSTITCH CAPITAL

Whipstitch Capital is a highly specialized investment bank focused on the consumer sector. We assist companies at their most pivotal moments through tailored, personalized sell-side, private placement, M&A, and advisory services. We love what we do. And for us, it's not just a job; it's a privilege. We understand that every situation and every company is unique. Like you, we are founders, innovators, and creators. We operate with a clear focus: close the right deal at the right time for you. Get ready to Deal Different.