



## **Pepperjam to be acquired by Partnerize**

28 July 2020 – Permira, the global private equity firm, and Pepperjam, a leading affiliate marketing technology and services provider, announced that Pepperjam has agreed to be acquired by Partnerize from the Permira funds and Banneker Partners.

Pepperjam is leading provider of affiliate marketing technology based in Philadelphia, PA. The company's end-to-end Ascend Affiliate Marketing Cloud Platform™ connects around 950 leading global brands with approximately 4,000 affiliate marketing partners to place ads, generate leads, and drive sales conversions.

The Permira funds and Banneker Partners originally acquired the assets of eBay Enterprise, including Magento Commerce and Pepperjam, in November 2015. [Magento Commerce was sold to Adobe in May 2018](#). Over the course of the funds' ownership, Pepperjam rapidly grew its cloud business segment, as well as increased overall profitability and revenue retention.

Partnerize is a leading SaaS provider of partnership management solutions for global brand and is the perfect partner to help scale the Ascend™ platform and capitalise on marketers' critical need to create operating leverage by scaling profitable customer acquisition channels that provide reliable alternatives to primary sales and marketing channels.

### **About Permira**

Permira is a global investment firm. Founded in 1985, the firm advises private equity funds with a total committed capital of approximately US\$48 billion (€44 billion) and makes long-term investments, including majority control investments as well as strategic minority investments, in companies with the objective of transforming their performance and driving sustainable growth. The Permira funds have made over 250 private equity investments in four key sectors: Consumer, Services, Healthcare and Technology. For more information, visit [www.permira.com](http://www.permira.com)