

SSI Completes Acquisition of MRops Assets

SHELTON, Conn., April 1, 2015 – [SSI](#) today announced it has successfully completed the acquisition of the majority of assets of MRops, an industry-leading provider of end-to-end market research operations services to management consulting firms and market research agencies. Under the terms of the agreement, MRops' 200 employees will become SSI employees working under the SSI brand.

"We are very pleased to announce the completion of the acquisition of MRops," said SSI President and CEO Chris Fanning. "This acquisition strengthens SSI's leadership position by expanding our capabilities in B2B, survey programming and hosting, as well as deepening our expertise in management and healthcare consulting." Clients of both entities will see a single, expanded SSI going forward with no disruption in service and greater immediate value from the combined company.

Founded in January 2007, MRops specializes in business-to-business research, executive interviewing, statistical services and sampling solutions. The company has offices in North America, Asia and Europe. SSI's acquisition of MRops expands SSI's leadership footprint in the Asia Pacific region with the addition of an operations hub in Hyderabad, India.

New York-based merger and acquisition firm AdMedia Partners acted as exclusive financial advisor to MRops in the transaction.

The majority owner of SSI is HGGC, a leading middle market private equity firm that completed its majority investment transaction in December 2014.

About SSI

SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research, reaching respondents in 100+ countries via Internet, telephone, mobile/wireless and mixed-access offerings. SSI staff operates from 30 offices in 21 countries, offering sample, data collection, CATI, questionnaire design consultation, programming and hosting, online custom reporting and data processing. SSI's 3,600 employees serve more than 2,500 clients worldwide. Visit SSI at www.surveysampling.com.

About AdMedia Partners

Founded in 1990, AdMedia is a leading M&A advisory firm serving the marketing services, advertising, marketing technology, media and information sectors. AdMedia has completed over 190 transactions for clients valued in excess of \$9 billion since 1999. For more information, visit www.admediapartners.com

Press Release



About HGGC

Based in Palo Alto, California, HGGC is a leading private equity firm focusing on leveraged buyout, recapitalizations and growth equity transactions in the middle market. HGGC seeks to partner with strong management teams, founders and sponsors to build companies capable of generating sustainable growth. With years of collective deal and operational experience, HGGC brings best practices from private equity and global corporations to help middle market businesses in a wide range of industries outperform the market. More information is available at www.hggc.com.

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