

# Excentus Corporation Has Been Acquired by PDI

MHT PARTNERS - THE PREEMINENT ADVISOR TO INNOVATIVE, NICHE MARKET LEADERS



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MHT Partners is proud to announce that Excentus, a leading provider of loyalty and coalition marketing solutions for the U.S. retail, grocery, national brands and convenience retail segments, has been acquired by PDI, ([www.pdisoftware.com](http://www.pdisoftware.com)) a leading global provider of enterprise software solutions to the convenience retail, wholesale petroleum, and logistics industries. MHT Partners served as exclusive advisor to Excentus.



Excentus' innovative programs incorporate experiential benefits designed to drive deeper and more valuable customer relationships. Based on more than 20 years of expertise and knowledge in the industry, Excentus has proven that the right loyalty currency can change consumer behavior and has developed a full complement of technologies, marketing solutions, analytics, and knowledge to help companies build, manage and improve loyalty programs, offers and promotions across all customer channels, devices and touchpoints.

PDI will add Excentus' Software-as-a-Service (SaaS) loyalty platform into its current portfolio and offerings. The full complement of loyalty solutions delivers analytics and expertise to help retailers go beyond traditional loyalty. Excentus' solutions use data and analytics to help customers effectively manage consumer relationships and find new ways to increase engagement with more compelling and targeted offers. In addition to driving increased profitability for retailers, Excentus' analytic expertise and access to data support consumer packaged goods manufacturers that sell goods and services through the convenience retail channel. Excentus' solutions help consumer packaged goods companies reach their end consumer directly, while providing valuable offer content to its retail customers.

"We are delighted to add Excentus' leading software solutions, incredible customers, employees, and world-class loyalty programs and expertise to our existing portfolio. This acquisition is an ideal complement to PDI's existing business and one that supports our ongoing mission to help customers and employees thrive in a digital economy," said Jimmy Frangis, Chief Executive Officer, PDI.

"Excentus has spent 20 years leveraging the power of cents-per-gallon discounts at the pump to drive the Fuel Rewards program and the loyalty programs of our convenience retail and grocery customers. As the loyalty marketing and associated service provider capabilities mature, new opportunities exist to integrate seamlessly with the rest of a retailers' ecosystem, and leverage data to grow store sales and deliver compelling offers

from consumer packaged goods companies. PDI's acquisition of Excentus will allow us to deliver powerful, more fully integrated solutions, with unmatched service and features, that will help customers deliver a compelling ROI. We are proud to join the PDI family and excited about our future together," said Brandon Logsdon, President and Chief Executive Officer, Excentus. Logsdon adds, "MHT Partners' professionalism and industry expertise led us to this successful end. MHT was able to navigate through a series of challenging and unique transaction items with expertise and strategic insight, and we couldn't be

happier with the outcome.”

Mike McGill, Managing Director, MHT Partners, states, “This is a highly strategic transaction for Excentus and PDI. The combined company brings dynamic collaboration between the comprehensive, enterprise software technology and data solutions that drives company operations and technology that drives customer engagement and loyalty. This is a big win for everyone involved.”

Joe Terzo, Principal, MHT Partners, adds “We are honored to have worked with the Excentus team and look forward to watching their continued growth and success.”

#### **About MHT Partners**

MHT Partners is a national middle market investment bank focused on representing innovative leaders in growth markets. The team at MHT Partners assists clients with seller advisory, acquisition advisory, corporate finance and strategic advisory assignments across a range of dynamic and growing industry verticals: business & information services; education; healthcare services and consumer growth.

#### **About Excentus**

Excentus is a leading provider of differentiated, technology-enabled loyalty programs for consumer facing businesses across a variety of sectors, including grocery, retail and travel. Founded in Texas in 1996, Excentus began as an automator and integrator of commercial fueling site systems. The Company leveraged this fuel site knowledge and the emerging trend of grocery run fuel sites to create a loyalty and rewards program that enabled consumers’ spend in a grocery store to earn cents-per-gallon discounts on fuel. Since then, Excentus has consistently and proactively refined its go-to-market strategy as well as enabled technologies to become a leader in the coalition loyalty space.

#### **About PDI**

PDI helps convenience store retailers and petroleum wholesale marketers worldwide thrive in a digital economy with enterprise management software. Over 1,200 customers operating more than 100,000 locations trust PDI to optimize their entire operations whether they are a single site, multi-site, dealer or a franchise operator. PDI’s enterprise software, petroleum wholesale and logistics management software solutions and retail back office systems have been designed around the evolving needs of customers for more than 35 years. We reimagine enterprise management to help our customers transform their business and deliver exceptional experiences.

The MHT Partners’ team was led by Mike McGill and Joe Terzo.