

SEWARD & KISSEL LLP

Seward & Kissel advises Media Hive on its sale to Accenture

Seward & Kissel's Business Transactions Group *Focusing on the Middle-Market Deals*

On May 15, 2017, **Accenture** announced that it had acquired **Media Hive**, an e-commerce solutions provider with expertise in cross-channel commerce strategy, custom application development, and the creation of innovative retail experiences for any device. **Seward & Kissel** was pleased to represent Media Hive in this middle-market M&A transaction.

Accenture (NYSE: ACN) is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Accenture Interactive was ranked the world's largest digital agency in the latest Ad Age Agency Report.

Seward & Kissel LLP (www.sewkis.com) is a leading New York law firm, originally established in 1890, offering legal advice emphasizing business, financial and commercial law and related litigation. The firm's Business Transactions Group handles middle-market M&A, private equity, venture capital and joint venture transactions involving a wide variety of industries. The firm is ranked as Highly Regarded for Corporate/M&A by Chambers USA and is recommended by The Legal 500 in the middle-market M&A category, stating that Seward & Kissel "advises on market-leading transactions within the industries where the firm has an international reputation, namely investment management and shipping" and "also handles complex middle-market deals in the media industry and international sell-side M&A."

The press release describing this transaction is reproduced below for your information.



High performance. Delivered.

Dublin, Ireland

has acquired



MEDIAHIVE

Asbury Park, New Jersey

Seward & Kissel
acted as counsel to Media Hive

SEWARD & KISSEL LLP

May 2017

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Accenture Acquires Media Hive to Expand Its Commerce Capabilities

Acquisition of e-commerce solutions provider bolsters Accenture Interactive's ability to deliver integrated commerce experiences that leverage Salesforce Commerce Cloud

NEW YORK, May 15, 2017 – Accenture (NYSE: ACN) has acquired Media Hive, an e-commerce solutions provider with expertise in cross-channel commerce strategy, custom application development, and the creation of innovative retail experiences for any device. The acquisition will strengthen the capabilities of Accenture Interactive around Salesforce Commerce Cloud (previously Demandware) implementations and the delivery of best-in-class commerce experiences for clients.

As the Demandware 2016 North America Delivery Partner of the Year, Media Hive will bring an award-winning team of strategists, consultants, delivery and support specialists, with proven expertise in platform development, systems architecture, interactive experiences, retail innovation and digital commerce. With a strong competency in information architecture and content strategy, the Media Hive team has delivered transformational commerce work for some of the leading luxury retail brands including, Shiseido Group, Theory, Hanna Andersson, Lucky Brand, Citizen Watch Company of America, and more.

Founded in 2003 by Thomas McGee, co-founder and Greg O’Keeffe, co-founder and chief executive officer, Media Hive is based in Asbury Park, N.J. with a second office in Brooklyn, New York.

“With the acquisition of Media Hive, we are significantly strengthening our commerce capabilities, particularly in Salesforce Commerce Cloud,” said Glen Hartman, head of Accenture Interactive, North America. “The acquisition of Demandware by Salesforce has created a new opportunity for Accenture to deliver seamless e-commerce solutions to clients built on Salesforce Commerce Cloud. Together, we will bring together Accenture Interactive’s omni-channel marketing expertise and scale with Media Hive’s robust technical and retail expertise to drive the ultimate commerce experience for our clients.”

Accenture Interactive offers end-to-end commerce services, ranging from digital commerce strategy and design to platform delivery and managed services. It was named a leader in both “The Forrester Wave™: B2B Global Commerce Service Providers, Q1 2015” and “The Forrester Wave™: B2C Global Commerce Service Providers, Q1 2015.”

“Becoming a part of Accenture Interactive will provide the ability to bring our all-star technical talent and strong retail client relationships together with Accenture’s scale and leading industry expertise,” said Vince Santo, chief operating officer and president of Media Hive. “Our team is

thrilled to join Accenture as it provides a unique opportunity for the team to grow and continue to drive value for our clients.”

“It is amazing to see the energy in our ecosystem surrounding Salesforce Commerce Cloud,” said Jeffrey Barnett, CEO, Salesforce Commerce Cloud. “We are thrilled to see one of our most strategic partners double down to support the transformation of retailer customers.”

Accenture was one of the first global companies to establish a strategic alliance partnership with Salesforce, and continues to grow and strengthen its position as a leading ecosystem partner. Whether working with Salesforce on the launch of Salesforce Einstein, introducing more than 15 new industry Fullforce solutions to date or training one of the largest ecosystem workforces, with more than 9,500 Salesforce skilled professionals, Accenture’s ongoing investment in building deep specialist skills and leading capabilities is unique in the Salesforce ecosystem.

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About Accenture Interactive

Accenture Interactive helps the world’s leading brands transform their customer experiences across the entire customer journey. Through our connected offerings in design, marketing, content and commerce, we create new ways to win in today’s experience-led economy. Accenture Interactive was ranked the world’s largest digital agency in the latest Ad Age Agency Report. To learn more follow us @accenturesocial and visit www.accentureinteractive.com.

About Accenture

Accenture is a leading global professional services company, providing a broad range of services and solutions in strategy, consulting, digital, technology and operations. Combining unmatched experience and specialized skills across more than 40 industries and all business functions – underpinned by the world’s largest delivery network – Accenture works at the intersection of business and technology to help clients improve their performance and create sustainable value for their stakeholders. With more than 401,000 people serving clients in more than 120 countries, Accenture drives innovation to improve the way the world works and lives. Visit us at www.accenture.com.

About Seward & Kissel LLP

Seward & Kissel LLP, founded in 1890, is a leading U.S. law firm with an international reputation for excellence. We have offices in New York City and Washington, D.C.

Our practice primarily focuses on corporate, litigation and restructuring/bankruptcy work for clients seeking legal expertise in the financial services, corporate finance and capital markets areas. The Firm is particularly well known for middle-market, cross-border M&A transactions and for its representation of transportation companies (particularly in the shipping industry), major commercial banks, investment banking firms, investment advisers and related investment funds (including mutual funds, private equity funds and hedge funds), hedge fund administrators, broker-dealers and institutional investors.

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