

Investment Banking Update

December 3, 2021

NOT DISCLOSED



SENIOR SECURED TERM LOAN &
DELAYED DRAW FACILITY

Stephens served as exclusive financial advisor to Direct Digital Holdings in the transaction

Transaction Details

- On December 3, 2021, Direct Digital Holdings, LLC (the "Company"), closed on a new Senior Secured Term Loan and Delayed Draw Facility
- Direct Digital Holdings and its operating subsidiaries provide programmatic advertising technology, data-driven campaign optimization and other solutions to underserved middle market and multi-cultural advertisers and publishers, on both the buy-side and sell-side of the digital advertising ecosystem
- Net proceeds will be used to refinance existing credit facilities and redeem preferred equity shares
- The new debt facility will significantly reduce the Company's cost of debt and provide growth capital for potential future acquisitions

Stephens Contacts

- Kurt Hoofnagle, *Managing Director – Technology* ([Bio](#))
- Davidson Hall, *Managing Director – Debt Capital Markets* ([Bio](#))
- Scott Thomas, *Senior Vice President – Debt Capital Markets* ([Bio](#))
- Greg Gordon, *Senior Vice President – Media* ([Bio](#))

About Direct Digital Holdings

Direct Digital Holdings is an end-to-end, full-service programmatic advertising platform primarily focused on providing advertising technology, data-driven campaign optimization and other solutions to underserved and less efficient markets on both the buy-side and sell-side of the digital advertising ecosystem. The Company manages over 56,000 clients, generating over 44 billion impressions per month across display, CTV, in-app, and other media channels www.directdigitalholdings.com

Sources: Company Provided and Publicly Available Information.

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