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Hamilton Place Strategies and Flag Media Analytics Partner with Ballast Research to Offer Data-Driven Public Affairs, Reputation Management, Supported by Falfurrias Capital

WASHINGTON - Today Hamilton Place Strategies (HPS) and Flag Media Analytics announced their partnership with Ballast Research, bringing together data-driven public affairs and relationship management offerings across an increasingly complex policy landscape. This partnership was supported by a majority capital investment by Charlotte, North Carolina private equity firm Falfurrias Capital.

Both firms will operate under their existing brands while collaborating and servicing clients in partnership, allowing the firms to deliver better insights, strategies, and execution for clients across a broad range of issues and events.

"We're thrilled to be growing our business with these partners," said Tony Fratto, HPS founding partner. "We built a business based on exceptional talent and constant innovation, and it's wonderful to see that approach recognized and supported by the team at Falfurrias. Ballast brings unmatched data and insights to understanding issues and the impact of advocacy on policymaking. We can't wait to partner with them in service of our clients. And as we go forward, we'll continue to seek additional partners that enhance our capabilities and expand our reach."

"Corporations everywhere are facing an increasingly complex set of challenges, not only from competitors, but from governments, from employees and investors, and from a growing array of activists," said HPS Partner Matt McDonald. "Our job is to deliver solutions to help CEOs and boards address those challenges, aligned with their business strategies. Getting those solutions right requires better data, insight, strategy, monitoring, and measuring, on a global scale. That's what we're aiming to deliver."

At a time when companies face high expectations to demonstrate value to stakeholders and increased public scrutiny, the partnership between HPS and Ballast will provide deep insights and integrated solutions that help organizations navigate the business, political, and regulatory complexities they must consider in telling their story.

"Falfurrias Capital Partners is excited for the strategic opportunities this partnership presents," said FCP Senior Advisor Alex Jutkowitz, who will chair the new entity. "Corporate leaders today are subject to a level of public scrutiny and accountability that requires a new depth of understanding on issues and strategy. This platform is uniquely positioned to fill that acute need."

Beth Comstock will also serve on the Board, along with FCP executives, Geordie Pierson and Joe Price. KPMG Corporate Finance LLC served as the exclusive financial advisor to HPS.

"We're excited to partner with HPS and Flag," said Ballast President Mike Gottlieb. "Their approach to data and analysis pairs perfectly with the research, strategy, and insights Ballast delivers to our clients. We are always looking to put our proprietary research and data to its highest and best use and this partnership will allow us to offer our colleagues in the public, private, and social sectors more comprehensive solutions to complex issues."

Although each business will maintain its own independent service offerings, support across the partnering organizations will now include public affairs, media relations, crisis and issue management, research and analysis, political and regulatory risk analysis, global thought leadership, digital strategy, corporate reputation, creative content, and media monitoring and analysis.

About Hamilton Place Strategies

Hamilton Place Strategies (HPS) is an analytical public affairs consulting firm. The firm works on complex issues in highly regulated industries, partnering with clients to advance their most important priorities. HPS was founded in 2010 by partners Tony Fratto and Stuart Siciliano.

About Ballast Research

For nearly a decade Ballast Research has provided direct feedback from senior policymakers through quantitative and qualitative research. Ballast clients, including Fortune 500 companies, nonprofits and trade associations, leverage Ballast's data driven insights to validate impact, identify opportunities, and determine optimal strategy and investment for future success.

About Flag Media Analytics

Flag Media Analytics (Flag) is a next-generation news monitoring service; we use both professionals and technology to support clients. The Flag process is designed to inform the decision-making cycle for media engagement and improve planning, feedback, and reporting for public affairs and communications teams. Flag delivers real-time alerts directly into the inboxes of those engaging and responding to media every day. Its team of dedicated media analysts is trained in the latest media aggregation tools and conducts hands-on analysis to deliver the news and insights clients need to make more informed decisions.

About Falfurrias Capital

Operational Focus describes the way the Falfurrias team partners with management teams to leverage its significant, real-world experience to bring measurable contributions and to create lasting value in our portfolio companies. By partnering with the most respected experts in their fields, we immerse ourselves in your industry, identify the strongest growth opportunities, and rigorously test and learn using our expertise, data and tireless investigation. Contributions include technology-enabling a product or service, introducing new product lines through market research and proven strategies, and recruiting high-impact management teams — all with the goal of building lasting value.