



CORPORATE FINANCE

Deal Announcement

ADVISORY

KPMG Corporate Finance provided strategic advisory services to KnowledgeFlow, Inc. in conjunction with a successful capital raise.



KnowledgeFlow, Inc.

KPMG Corporate Finance
provided strategic advisory
services to KnowledgeFlow, Inc.
on its capital raise

November 2004

AUDIT ■ TAX ■ ADVISORY

The Company

KnowledgeFlow, Inc. has developed a unique business model for the online marketing industry. The company's approach, which includes loyalty points and the ability to highly target advertising, provides significant value to both consumers and advertisers. KnowledgeFlow has a strong management team and board and advisory support from a number of prominent industry leaders.

The Situation

While KnowledgeFlow has successfully raised financing in the past, it needed additional capital to support its growth plans and capitalize on the significant market opportunity.

The Outcome

KPMG Corporate Finance worked closely with the executive team providing input on issues such as the competitive environment, industry dynamics, valuation metrics, positioning the business, and attracting investor interest. Within a tight time frame, KPMG Corporate Finance was able to deliver a customized strategy that was specific to their needs. KnowledgeFlow's capital-raising efforts, with KPMG Corporate Finance's assistance, were successful and have helped to better position the company for long-term growth. The company has indicated its desire to work with KPMG in the future as additional strategic or investment banking needs arise.

KPMG Corporate Finance: Objectivity. Insight. Experience.

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We welcome the opportunity to meet you, learn more about your company's objectives, and discuss our people and capabilities.

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