

PITTSBURGH – March 1, 2022

PNC RIVERARCH CAPITAL INVESTS IN MESSENGER

PNC Riverarch Capital (“PNC Riverarch”) is pleased to announce an investment in Messenger Holdings, LLC (“Messenger” or the “Company”), a leading provider of memorialization products and services to the funeral industry.

Messenger is the nation’s largest and most comprehensive provider of memorialization products, technology-enabled financial services, and technology solutions to the funeral industry. Headquartered in Auburn, Indiana, Messenger’s flagship product offering includes acknowledgment cards, register books, memorial service folders, keepsakes and jewelry, among other items. In recent years, the Company has grown its presence in the life insurance assignment funding segment, providing innovative solutions to its funeral home customers. Messenger serves more than 10,000 customers throughout the United States.

Messenger President Kevin Tkacz commented, “The Messenger team is very pleased to partner with PNC Riverarch. We were seeking a partner with a collaborative approach that would respect the historical success of our business, while also providing the capital and resources to accelerate our growth.” Added Mr. Tkacz, “The future is bright at Messenger. We will continue to put our customers first while aggressively pursuing growth, both organically and via acquisition.”

“We are grateful for the opportunity to partner with the Messenger team,” said Michael Miller, director with PNC Riverarch. “The Company has built its reputation over the last 100+ years by committing to customer service, product quality and consistent innovation. We look forward to partnering with the Company to build on this tradition and to support the next phase of Messenger’s growth.”

The transaction for PNC Riverarch was led by Andrew Wiechkoske, managing director; Michael Miller, director; and Charlie Martin, associate. Wiechkoske and Miller will represent PNC Riverarch on the board of directors. Livingstone Partners advised Messenger on the transaction, and senior debt financing was provided by Golub Capital.

PNC Riverarch Capital is a middle market private equity firm. PNC Riverarch invests in market-leading companies where it can partner with management to support accelerated growth. PNC Riverarch is based in Pittsburgh, Pennsylvania, and is the private equity affiliate of The PNC Financial Services Group. For more information, please visit pncriverarch.com.

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CIB RA PDF 0422-096-2037501

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