



BLUE HOLDINGS HAS INVESTED IN BRÄDO CREATIVE INSIGHT.

ST. LOUIS (September 19, 2017) – Blue Holdings, a Missouri-based private equity group, has made a growth capital investment in Brädo Creative Insight, a strategic market research agency located in St. Louis, Missouri.

Through this transaction, Blue Holdings ([www.blue-holdings.com](http://www.blue-holdings.com)) activates its strategy to assemble unique capabilities that bridge the gap between customer data and effective marketing communications. Together, Blue firms will deliver the next-generation communications model that creates strong connections between health and life science brands and the people they serve.

Andy Parham, co-founder and Chief Executive Officer of Blue, said, "Brädo has a unique ability to achieve deep consumer insight that in turn has the capacity to shape a wide range of marketing activities – from communications to positioning to innovation. Brädo founders, Steve Nollau and Bob Cuneo, have their roots in the ad agency world, so they are uniquely qualified to serve both clients and their agencies with a brand of research that is both inspired and game-changing. They have also assembled an incredibly talented group of professionals and staff that share their passion and confidence."

Said Brädo's Steve Nollau, "Now is the right time, as we seek to expand and extend our record of growth to bring in an investor-partner like Blue. We expect that Andy's team will offer us the resources and support to accelerate our growth, while offering a shared business philosophy and commitment to our clients."

Both Nollau and Cuneo will continue in their executive leadership positions at Brädo as President, Chief Strategy Officer and President, Chief Creative Officer, respectively.

Serving on the board of Blue Holdings are co-chairmen, Ed Ryan of St. Louis and Wiley Curran of Kansas City. The Blue executive team includes Eric McCully, co-founder and Chief Financial Officer, and Jim Fisher, Chief Strategy Officer.

Nolan & Associates ([www.nolanassoc.com](http://www.nolanassoc.com)), an investment banking firm based in St. Louis, Missouri, advised Blue Holdings.