



FOR IMMEDIATE RELEASE

*All amounts in U.S. dollars
unless otherwise stated*

– Onex Partners to Invest in Analytic Partners –

Toronto, ON, New York, NY, February 8, 2022 – Onex Corporation (“Onex”) (TSX: ONEX) today announced that Onex Partners V, Onex’ \$7.2 billion fund, has agreed to make a significant investment in Analytic Partners, Inc. (“Analytic Partners” or the “company”) in partnership with the company’s founder.

Analytic Partners is a leading cloud-based, managed software platform which helps global F1000 customers assess marketing spend effectiveness and optimize future allocations across offline and online media channels. Founded in 2000 and headquartered in Miami, Florida, Analytic Partners deploys its solutions, supported by a proprietary longitudinal dataset, across 55 countries with approximately 270 employees throughout 14 offices globally. In The Forrester Wave™: Marketing Measurement and Optimization Q1 2022 report, Analytic Partners was named a Leader and was top ranked in the Strategy category among all evaluated vendors.

“We are delighted to add the intellectual and financial firepower of Onex Partners to Analytic Partners to further accelerate our growth,” said Nancy Smith, Founder, President and CEO of Analytic Partners. “Our partnership with Onex Partners aligns perfectly with our core values of People, Passion and Growth. Through our employee equity plan I am proud to announce that every member of our team will benefit from this investment. Our customers, who are the motivation for our Passion, will also benefit greatly as our partnership with Onex Partners will further accelerate our technology leadership, drive more innovation, and help us deliver the solutions our clients need to Adapt, Evolve and Thrive in a rapidly changing marketing landscape. This is a true win/win/win for our customers, our team and our partners.”

“We feel incredibly privileged that Nancy has chosen us as her partner to continue building Analytic Partners. The company’s GPS Enterprise managed software solution, supported by its proprietary ROI Genome dataset and analytical capabilities, have allowed Analytic Partners to provide a compelling value proposition to its customers and we expect this to continue,” said Kosty Gilis, a Managing Director at Onex Partners. “We are extremely enthusiastic about the company’s prospects as the need to accurately assess the effectiveness of marketing campaigns will continue to grow which, combined with the opportunity to further leverage Analytic Partners’ capabilities across a wider range of end markets and geographies, presents a compelling value creation opportunity over the coming years.”

The transaction is anticipated to close later this year subject to customary closing conditions. The terms of the transaction are not being disclosed at this time.

On this transaction, Goldman Sachs & Co. LLC acted as exclusive financial advisor and Willkie Farr & Gallagher LLP acted as legal counsel to Analytic Partners. Latham & Watkins LLP acted as legal counsel to Onex Partners.

About Onex

Founded in 1984, Onex manages and invests capital on behalf of its shareholders, institutional investors and high net worth clients from around the world. Onex' platforms include: Onex Partners, private equity funds focused on mid- to large-cap opportunities in North America and Western Europe; ONCAP, private equity funds focused on middle market and smaller opportunities in North America; Onex Credit, which manages primarily non-investment grade debt through tradeable, private and opportunistic credit strategies as well as actively managed public equity and public credit funds; and Gluskin Sheff's wealth management services. In total, as of September 30, 2021, Onex has approximately \$47 billion of assets under management, of which approximately \$7.9 billion is its own investing capital. With offices in Toronto, New York, New Jersey, Boston and London, Onex and its experienced management teams are collectively the largest investors across Onex' platforms.

Onex shares trade on the Toronto Stock Exchange under the stock symbol ONEX. For more information on Onex, visit its website at www.onex.com. Onex' security filings can also be accessed at www.sedar.com.

About Analytic Partners

Analytic Partners is the leading cloud-based, managed software platform which provides adaptive solutions for deeper business understanding and right-time planning & optimization for marketing and beyond. We turn data into expertise so that our clients can create powerful connections with their customers and achieve commercial success. For more information on Analytic Partners, visit its website at www.analyticpartners.com.

Forward-Looking Statements

This press release may contain, without limitation, statements concerning possible or assumed future operations, performance or results preceded by, followed by or that include words such as "believes", "expects", "potential", "anticipates", "estimates", "intends", "plans" and words of similar connotation, which would constitute forward-looking statements. Forward-looking statements are not guarantees. The reader should not place undue reliance on forward-looking statements and information because they involve significant and diverse risks and uncertainties that may cause actual operations, performance or results to be materially different from those indicated in these forward-looking statements. Except as may be required by Canadian securities law, Onex is under no obligation to update any forward-looking statements contained herein should material facts change due to new information, future events or other factors. These cautionary statements expressly qualify all forward-looking statements in this press release.

For Further Information:

Onex

Jill Homenuk
Managing Director – Shareholder Relations
and Communications
+1 416.362.7711

Analytic Partners

Kendall Allen Rockwell
WIT Strategy
kallen@witstrategy.com