

# Michel Pepin of Cisco announces the acquisition of a second marketing technology company

In a recent InvestorIntel interview, Tracy Weslosky spoke with Michel Pepin, President and CFO of Cisco Corp. about acquiring companies in the Information and Communication Technology (ICT) space with a strong revenue stream.

In this InvestorIntel interview, which may also be viewed on YouTube (click here to subscribe to the InvestorIntel Channel), Michel Pepin said that Cisco has signed a share purchase agreement to acquire marketing technology company, Prospect Media Group, which had revenue of about \$30 million in 2021. He added that Prospect Media Group will be Cisco's second acquisition having successfully closed the acquisition of their first company last year. He went on to provide an update on Cisco's private placement to finance the acquisition.

To watch the full interview, click here.

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To learn more about Cisco Corp., click [here](#).

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