

Cannabis Marketing Co. Cuts Go-Public Deal Value To \$275M

By **McCord Pagan**

Law360 (May 2, 2022, 7:04 PM EDT) -- Cannabis marketing firm Springbig said Monday it's amending the terms of its previously announced go-public deal with blank-check company Tuatara, reducing the size of the combined company to an enterprise value of \$275 million.

In November, Tuatara Capital Acquisition Corp., guided by [Dentons](#) and Davis Polk & Wardwell LLP, said it reached a deal with Benesch Friedlander-led SpringBig Inc. to merge at a roughly \$500 million equity valuation, and Monday the sides agreed "that market conditions have changed since the proposed merger agreement was initially announced," according to a statement.

As part of the amended agreement, a bonus pool of 1 million common shares of TCAC will be allocated to non-redeeming public stockholders, and the sides are also issuing senior secured convertible notes, of which up to \$16 million worth have been subscribed to by an unnamed investor, according to the statement.

Additionally, TCAC has also agreed to a \$50 million equity financing facility with Cantor Fitzgerald LP.

"We are delighted to have the support of Cantor and an institutional investor. The growth opportunity ahead of Springbig is significant as we look to strengthen our core loyalty and marketing communication capabilities, execute our expansion strategies, and deploy the additional capital we receive from our transition into a public company," Springbig CEO Jeffrey Harris said in the statement Monday.

Boca Raton, Florida-based Springbig was founded in 2017 and offers a loyalty marketing platform for cannabis companies. It helps cannabis businesses develop relationships with customers by collecting and interpreting data. The company says it serves upwards of 1,000 clients across the U.S. and Canada that together operate more than 2,300 retail locations.

TCAC is backed by Tuatara Capital, a cannabis sector-focused private equity firm. TCAC raised \$175 million in an initial public offering held in February, according to a statement from the time.

Representatives for Springbig and TCAC did not immediately respond to requests for comment.

Cantor Fitzgerald & Co. is serving as capital markets adviser to TCAC, and Jefferies LLC is serving as financial adviser and capital markets adviser to Springbig.

TCAC is advised by Dentons and Davis Polk.

Springbig is advised by Benesch Friedlander Coplan & Aronoff.

--Additional reporting by Benjamin Horney. Editing by Patrick Reagan.