



## CABRERA CAPITAL MARKETS, LLC

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### For Immediate Release:

## Cabrera Capital Markets LLC Advises Cardenas Marketing Network on its Historic Partnership with AEG Presents

**Chicago, March 18, 2024** – Cabrera Capital Markets LLC (“Cabrera”), a leading financial services firm, has announced it acted as the exclusive investment banker to Cardenas Marketing Network (“CMN” or the “Company”), on its partnership with AEG Presents (“AEG”).

CMN, founded in 2001, is a major force in Latin music and sports, promoting global tours from such notable artists as Marc Anthony, Bad Bunny, J. Balvin, Daddy Yankee, Don Omar, Chayanne, Ana Gabriel, and Nicky Jam, among many others. Most recently, CMN launched the largest global Latin music tour with Luis Miguel, one of the most prolific Latin artists and a six-time Grammy winner, with over 200 performances. In the world of sports, CMN has been a leader in promoting some of the most iconic friendly soccer matches in the U.S. CMN was the promoter behind the prestigious “El Clásico” match between Argentina and Brazil at MetLife stadium and the first soccer game at Lambeau Field between Bayern Munich and Manchester City.

“Cabrera’s extensive experience and expertise, key industry relationships, and excellent execution capabilities played a crucial role in the successful pairing of CMN and AEG,” said Martin Cabrera, founder and CEO of Cabrera Capital Markets. “I want to congratulate the Cabrera team for their professionalism and execution of a seamless process that identified the ideal partner for CMN.”

“It was an honor to represent CMN on this transaction and we are excited to have reached a successful outcome,” said Jason Frank, Managing Director and leader of Cabrera’s Advisory Practice. “CMN and AEG will work together to create elevated and expanded experiences for both artists and audiences globally, with each benefiting from this complementary partnership.”

The combination of CMN and AEG represents another successful assignment completed by Cabrera’s Investment Banking team. Committed to leveraging extensive experience and nurturing deep longstanding relationships, Cabrera has a proven track record of completing highly tailored and successful transactions on behalf of its clients.

To read the AEG Presents press release please click [here](#).

### **About Cabrera**

Cabrera Capital Markets is a leading financial services firm founded in 2001 with eight offices and more than 85 employees. Cabrera provides investment banking and full-service institutional brokerage services globally to a substantial and diversified client base. The Advisory Group serves as a trusted advisor to business owners, corporations, capital providers, and investors by specializing in mergers & acquisitions, capital-raising, and strategic advisory services. Our team



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focuses on middle-market companies with operations in the U.S. interested in transactions ranging from \$50 million to \$500 million, as well as larger companies wishing to acquire, merge or divest divisions. We leverage our experience in multiple industries including retail, consumer, manufacturing, infrastructure, healthcare, business and professional services, financial services, defense, automotive, food, energy, government services, and technology. For more information, please visit [www.cabreracapital.com](http://www.cabreracapital.com)

### **About CMN**

Cardenas Marketing Network is the leading Latin American live entertainment company in the United States, with reach and influence across the continent. Constantly developing projects in the world of music, art and sports, CMN is a multicultural example of organization and entrepreneurship. More information can be found at [www.cmnevents.com](http://www.cmnevents.com) – @cmnevents.

### **About AEG**

AEG Presents is one of the world's largest live event companies, with a portfolio of tours, festivals, venues, subsidiaries and partners that include some of the biggest and most recognizable names in the world: the company promotes tours from BLACKPINK, Celine Dion, Elton John, Paul McCartney, The Rolling Stones, Ed Sheeran, Taylor Swift, and Tyler, The Creator, among many others. Its festival portfolio includes globally renowned events such as the British Summertime Hyde Park, The Coachella Valley Music and Arts Festival, Electric Forest, Rock En Seine, and Stagecoach. The company's group of music venues features such iconic music destinations as Forest Hills Stadium, The Shrine Auditorium, The Roxy, The Warfield, and Webster Hall. More information can be found at [www.aegpresents.com](http://www.aegpresents.com).

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