

Petsky Prunier Advises Carlton on its Strategic Investment from H.I.G. Growth Partners

December 12, 2017 (New York, NY) – Petsky Prunier is pleased to announce it has advised Carlton Group, a rapidly growing global technology company specializing in the development of SaaS-based solutions for global engagement, sales incentive, loyalty and reward management via its two operating companies, Power2Motivate (P2M) and Global Reward Solutions (GRS), on its strategic growth investment from H.I.G. Growth Partners, the dedicated growth capital investment affiliate of H.I.G. Capital (H.I.G.).

DECEMBER 2017

 **Carlton Group**

*SaaS-based solutions for global engagement,
sales incentive, loyalty,
and reward management
for Fortune 1000 companies*

has received a strategic investment from

 **H. I. G.**
GROWTH PARTNERS

PetskyPrunier
INVESTMENT BANKERS

“Petsky Prunier delivered sound, strategic advice throughout each step of the process. They were a highly trusted partner that truly understood the Carlton story, and knew how to highlight it successfully to the market, ultimately leading to a great partnership with H.I.G. Growth Partners.”

Rob Purdy, CEO, Carlton Group

Toronto-based Carlton is a leading provider of a suite of engagement and reward technology solutions encompassing a global end-to-end platform that power employee recognition, sales and channel incentive, and customer loyalty programs for a blue-chip customer base. The company’s two business segments include Power2Motivate (P2M), SaaS enterprise engagement software for motivating, measuring, and rewarding desired behavior, and Global Reward Solutions (GRS), a global reward platform with more than 600 suppliers across more than 180 countries and territories.

Carlton Group will be rebranding under the name "Carlton One Engagement," as it prepares to launch several new growth initiatives. The investment from H.I.G. will support both technology development and new service releases, as well as the expansion of the company’s Global Partnership Network along with several strategic acquisitions. The company will also introduce "Global Benefits" for Global Reward Solutions, which will combine seamlessly into clients' existing platforms. Power2Motivate will release a Global Wellness module that also connects with wearable technology, enabling members to track their success instantly while empowering employers to



recognize and reward their members' hard work.

H.I.G. Growth Partners is the dedicated growth capital investment affiliate of H.I.G. Capital, a leading global private equity investment firm with \$24 billion of equity capital under management. H.I.G. is the largest private equity investor in the U.S. and Europe focused on the lower end of the middle market and has invested in and managed more than 200 investments worldwide, with combined sales in excess of \$30 billion.

Petsky Prunier, with a team led by Norm Colbert, John Prunier, and Marc Flor, served as exclusive financial advisor to Carlton Group.

About Petsky Prunier LLC

Petsky Prunier is one of the leading investment banks to the technology, media, marketing, information, eCommerce, and healthcare industries. Our firm's merger and acquisition and private placement advisory services reflect a unique blend of product specialization and industry expertise. Together with strategic consulting firm Winterberry Group, a Petsky Prunier company, our organization represents one of the largest industry-specific advisors providing strategic and transactional services. We offer global reach supplemented through our partnerships in China and India. Securities transactions are processed through Petsky Prunier Securities LLC, a member of FINRA, and an affiliated entity.

For further information: Amy LaBan, 212-842-7126, alaban@petskyprunier.com

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