



## MGG invests in leading retail analytics firm

**New York, NY** – MGG Investment Group LP (“MGG”) announced that it has acted as lead arranger and lender in providing a First-Lien Term Loan to a leading provider of AI-powered retail analytics. The transaction showcases MGG’s core flagship direct lending strategy as well as the firm’s ability to source attractive and growing businesses in the U.S. lower middle market.

### About MGG Investment Group LP

Founded in 2014, MGG is a private investment firm that provides bespoke investment solutions to mid-size and growing lower-middle market companies. MGG works with owners and management teams to help build lasting value, address immediate needs, and solve complex situations while seeking to generate attractive risk-adjusted returns for investors irrespective of and through market cycles. For more information, visit [mgginv.com](http://mgginv.com).

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### To learn more about MGG Investment Group:

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