



MGG invests in an advertising technology platform focused on predicting consumer behavior

New York, NY – MGG Investment Group LP (“MGG”) announced today that it has invested in an advertising technology platform focused on predicting consumer behavior. This investment showcases MGG’s direct lending investment strategy as well as the firm’s ability to source attractive and growing middle market businesses headquartered in North America.

About MGG Investment Group LP

2014

Founded

\$12B

Deployed Since
Inception¹

65

Professionals²

6

Locations

Founded in 2014, MGG is a private investment firm that provides bespoke investment solutions to mid-size and growing 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.

Contact us to learn more about MGG Investment Group:

Kevin F. Griffin
kgriffin@mgginv.com

Dane Joella
djoella@mgginv.com

Lindsay Gray
lgray@mgginv.com

Jordan Krumholz
jkrumholz@mgginv.com

Ian Estevez
iestevez@mgginv.com

Michael Ryden
mryden@mgginv.com

Dale Stohr
dstohr@mgginv.com

Vladimir Jefferson
vjefferson@mgginv.com

David Stauffer
dstauffer@mgginv.com

Neil Swami
nswami@mgginv.com

Carter Amaral
camaral@mgginv.com

Grayson Bubrosky
gbubrosky@mgginv.com

MGG Investment Group
One Penn Plaza 53rd Floor
New York, NY 10119

info@mgginvestment.com
212-356-6100

¹As of 12/31/2025. Inclusive of leverage.

²Inclusive of full-time secondees.