

## Recent Investments



Roots  
Automation **ROOTS AUTOMATION, INC.**

In September 2024, HGP led a \$22 million Series B financing round for Roots Automation, Inc. (“Roots Automation” or the “Company”). Roots Automation, headquartered in New York City, serves the insurance industry by combining machine intelligence and human ingenuity in the form of advanced AI that reads, reasons and infers like humans to enable improved decision-making that reduces revenue leakage and allows insurance companies to scale faster. The Company was founded in 2018 and is led by two longtime insurance executives, Chaz Perera and John Cottongim. Brian Carney has joined the Company’s board of directors in connection with the financing.



**Levitate** **LEVITATE, INC.**

In August 2024, HGP led a \$15.0 million Series D financing round for Levitate, Inc. (“Levitate” or the “Company”). Levitate’s platform equips relationship-based businesses with the tools to cultivate meaningful interactions with clients, donors, referral sources, and prospects. Headquartered in Raleigh, NC, Levitate is led by Jesse Lipson, a serial entrepreneur who sold his last company, ShareFile, to Citrix in 2011. Wayne Hunter has joined the Company’s board of directors in connection with the financing.



**Admiral** **ADMIRAL, INC.**

In March 2024, HGP led a \$19 million Series A financing round for Admiral, Inc. (“Admiral” or the “Company”). Admiral provides Visitor Relationship Management solutions that help digital publishers grow visitor relationships and revenue, via AdBlock recovery, paid subscriptions, email subscriptions, GDPR/CCPA privacy consent and more. Admiral is led by Dan Rua, a serial entrepreneur with over 20 years of operations and investing experience, backing and building 40+ companies in media, software, and technology. Wayne Hunter has joined the Company’s board of directors in connection with the financing.

## Portfolio Company Highlights



For the second year in a row, Apkudo, Inc. (“Apkudo”) was recognized on the Inc. 5000 list as one of the fastest growing private companies in the U.S. During 2024, Apkudo continued to scale its platform with a number of new customer wins both domestically and internationally. Apkudo completed the acquisition of Mobile reCell during 2024, extending its capabilities into the corporate IT asset refresh market. Finally, Apkudo founder and CEO Josh Matthews was recognized by EY as a 2024 Entrepreneur of the Year Mid-Atlantic Finalist.



Connectbase, Inc. (“Connectbase”) recently announced the strategic acquisition of Network Capacity Solutions (“NCS”), a network inventory management solution for the global connectivity industry. The NCS acquisition is expected to improve the Connected World offerings, enabling enhanced inventory options for service providers, data centers, and digital infrastructure services buyers in the ecosystem. The combined entity will provide unmatched precision and depth to the global connectivity market for providers leveraging the platform, enabling data centers and service providers to realize the full monetization potential of their infrastructure and service capabilities.



Placemakr, Inc. (“Placemakr”) expanded its geographic footprint in 2024, opening new properties in Texas and Georgia. Placemakr recently announced a partnership with Jamestown to launch a new hospitality living concept, Scout Living, at Ponce City Market in Atlanta. The new property helps expand the company’s geographic footprint, adding 405 fully furnished one- and two-bedroom units in the heart of Atlanta. Placemakr plans to engage in additional partnerships to bring more ground-up flex-use properties like Scout Living across the country.



**crunchy data**

In November 2024, Crunchy Data, Inc. (“Crunchy Data”) announced the launch of its new, high-performance analytics database built on PostgreSQL, Crunchy Data Warehouse. The product extends Postgres to support high-performance analytical workloads alongside operational database workloads. It combines standard Postgres tables with fully transactional Iceberg tables, and seamlessly integrates with multiple modern OLAP technologies to offer fast analytics within a native Postgres experience.



Graylog, Inc. (“Graylog”) has continued to demonstrate consistent year-over-year growth during 2024 and finished the year with its largest bookings quarter in history in Q4 2024. The company was awarded *CyberSecurity Breakthrough’s* “SIEM Innovation of the year” award. The award recognizes Graylog’s SIEM solution, Graylog Security, as an innovative, integrated, and user-friendly security solution that delivers exceptional value, illustrating the company’s dedication to customer satisfaction and continual improvement.



**TemperPack**

TemperPack, Inc. (“TemperPack”) continued to expand its product offerings during 2024, developing a new winter product line to provide more options and better serve its customers during colder months. TemperPack also continued its progress into the life sciences market during 2024 via its partnership with Cytiva, a leading biotech company, that selected TemperPack’s Climacell product as its solution to help eliminate EPS from its packaging. The company also completed a number of operational initiatives during the year, improving its efficiency and performance for customers.

**Not an offer or solicitation:** This announcement does not constitute an offer to sell, or a solicitation of an offer to buy, interests in any Harbert Growth Partners (“HGP”) investment vehicle. Offers are only made via a Private Placement Memorandum, while in subscription, to qualified investors, and where permitted by law.

**Important Notice:** The Recent Investments listed above represent investments made in HGP’s most recent fund, which closed to new investors on September 30, 2022. The Portfolio Company Highlights discussed above were selected using “non-performance based objective criteria” and represent investments in the two most recent HGP fund offerings (both of which are closed to new investors). A complete list of current and prior investments is available upon request.