



## **TEP Events International Secures Growth Finance from Harbert European Growth Capital Fund I, LP to Accelerate Global Expansion**

TEP Events International ("TEP"), a Manchester-based supplier of event technology and content management software to over 200 global clients, today announced that it has secured new funding from Harbert Management Corporation's ("HMC") Harbert European Growth Capital Fund I, LP ("HEGC"). HMC is an alternative asset management firm with \$4.1B in assets under management as of September 1, 2014, and TEP is using the funding to accelerate worldwide expansion of its solutions.

The investment will play a key role in fuelling an accelerated growth strategy for TEP, who have offices in Manchester, London, Dubai, New York and Salt Lake City. TEP's intuitive CMS software brand Duuzra offers clients unprecedented interaction and engagement at conferences and small meetings. TEP's recent SaaS offering, Duuzra, was launched in July 2014, and is targeted at the rapidly expanding mobile presentation and sales engagement markets.

Also utilising the versatile Duuzra platform are TEP's innovative Bidtec and Eventpad brands. Bidtec is focused on the non-profit sector, primarily in providing interactive solutions to charity fundraisers, with Eventpad aimed at the corporate events market.

"TEP has established itself as the leading solution provider in the event management industry and has realised impressive growth by helping businesses deliver their message flexibly and cost effectively through its technology based service offering" said Fahad Khan at HEGC. "HEGC is excited to provide growth capital to the company to accelerate its aggressive global business expansion."

Paul Beck, CEO of TEP Events International, described the deal as key component of Duuzra's plans to move forward:

"HEGC understand the business we are in and are excited about the growth potential of our SAAS model, Duuzra - a powerful mobile sales engagement tool targeted at sales and marketing professionals worldwide."

"Event Duuzra powers Eventpad - our existing interactive event and conference technology business that has delivered technology in over 47 countries in the last 12 months. Presently Duuzra is a mobile content management and sales engagement tool used by sales and marketing professionals worldwide."

Paul concludes: "HEGC's investment will help us accelerate Duuzra's product development and marketing as we continue to develop and grow both our E-Commerce and enterprise software business. We're thrilled to secure the deal and are excited to move forwards."

### **About TEP**

TEP Events International provides interactive event software and technology to over 200 global brands. Our software dramatically reduces printing and digital agency costs, providing a tool that is constantly gathering data from the audience. This business intelligence enables our clients to profile their delegates/audience, providing insight and feedback on each individual to better target and prospect, train more effectively and measure ROI of their events. For more information on TEP's innovative solutions, please visit [www.Duuzra.com](http://www.Duuzra.com).

**About HEGC/HMC**

Harbert European Growth Capital Fund I, LP finances high-growth innovative European companies and is actively seeking investment opportunities. Additional information about HEGC can be found at [www.harbert.net/investment-strategies/european-growth-capital](http://www.harbert.net/investment-strategies/european-growth-capital).

HMC, an alternative asset management firm with approximately \$4.1 billion in assets under management as of September 1, 2014, is a privately owned firm formed in 1993 to sponsor alternative asset investment funds. Additional information about HMC and HEGC can be found at [www.harbert.net](http://www.harbert.net).