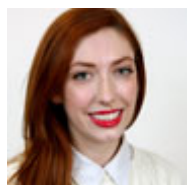


# MERGERS & ACQUISITIONS

## HGGC Takes MyWebGrocer Global With Acquisition

Software was one of the most active sectors for middle-market M&A in 2013



By Allison Collins February 6, 2014

Private equity firm **HGGC** has closed the acquisition of **Buy4Now Technology Group** in a deal that will take portfolio company MyWebGrocer Inc. global.

Winooski, Vt.-based MyWeb Grocer provides digital-marketing services to grocery retailers and consumer packaged goods brands. The service also allows users to make grocery lists and download coupons. Palo Alto, Calif.-based HGGC picked up MyWebGrocer in June.

Buy4Now, headquartered in Dublin, provides e-commerce software services to grocery and retail clients in Europe, and counts Irish grocery distributor Musgrave Group as a client. The company will operate as a subsidiary of MyWebGrocer. Terms of the transaction were not disclosed.

In December, HGGC portfolio company Iqor Holdings Inc. agreed to buy the aftermarket services business of Jabil Circuit Inc. (NYSE: JBL) for \$725 million. Also in December, HGGC-backed Citadel Plastics Holdings Inc. bought Lucent Polymers Inc.

For more on HGGC's MyWebGrocer acquisition, see "5 Tantalizing Tech Deals of 2013" and watch "Pent-Up Demand for E-Commerce Technology Drives M&A."

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