

ANNOUNCEMENTS | 07.18.2024

# Spectrum Equity Makes Strategic Investment in Varicent

Choate represented Spectrum Equity in its strategic investment in Varicent, the industry leader in sales performance management (SPM) software. Warburg Pincus led the round alongside existing investors Great Hill Partners and Spectrum Equity, with participation from company management. This investment will enable Varicent to rapidly advance its proprietary Revenue Performance Engine framework, accelerate delivery of AI-driven capabilities, and reinforce its position in key markets globally. It is expected the transaction will close in the third calendar quarter of 2024, subject to customary closing conditions.

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