



FOR IMMEDIATE RELEASE

***Inverness Graham-backed BenefitHub Acquires Abenity,  
Enhances Employee Perks and Voluntary Benefits Offerings***

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Wayne, PA, September 9, 2024 – [Inverness Graham](#), a Philadelphia based buyout firm that acquires innovative companies where technology is transforming traditional industry, announced today that its portfolio company BenefitHub has acquired Abenity. With the acquisition of Abenity, BenefitHub strengthens its position as a leading global platform for employee perks and voluntary benefits. Abenity is a provider of private perks programs, offering employers, alumni groups and associations access to thousands of perks, discounts and corporate rates on a wide range of items, including movie and theme park tickets, car rentals and hotel stays. Abenity’s leading position with affinity organizations compliments BenefitHub’s strong Fortune 1000 customer base, while their robust mobile technology will further strengthen the combined offering.

“The acquisition of Abenity strategically accelerates BenefitHub’s growth,” said Trey Sykes, Managing Principal at Inverness Graham. “The businesses are highly complementary and the combination enhances their collective strengths and market leadership. In today’s very competitive labor market, BenefitHub continues to demonstrate its value proposition in helping employers attract and retain top talent. We look forward to supporting the combined teams on the company’s continued strong growth trajectory.”

“This deal reinforces BenefitHub’s commitment to employees and membership organizations. With inflation persisting at high levels and continued diminishing consumer purchasing power, our millions of registered users are looking for the best and most accessible deals possible,” said Jeff Litvack, CEO of BenefitHub. “Pairing BenefitHub’s trusted platform and suite of products with Abenity’s in-line store solution will make accessing these deals quicker and easier.”

BenefitHub is actively seeking acquisitions of businesses that provide high quality voluntary benefits and employee engagement capabilities and solutions.

Terms of the transaction were not disclosed. Abenity was advised by Lincoln International in the transaction.

## **About Inverness Graham Investments**

[Inverness Graham](#) is a Philadelphia based buyout firm that acquires innovative companies where technology is transforming traditional industry. The firm's Flagship strategy focuses on high-growth businesses leveraging technology in Healthcare, Software and Advanced Manufacturing. The firm's Green Light strategy targets technology-enabled businesses where Environmental Sustainability is a key driver of accelerating growth. Inverness Graham executes a differentiated, repeatable model for value creation through its proprietary "Strategic Platform Build" approach. Founded by senior executives of the Graham Group, the firm builds upon a 60-year legacy of operational excellence, bringing substantial value creation resources and an innovative mindset to support its portfolio company partners.

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