



## SnapAV Receives Investment from Growth Equity Fund

SnapAV receives an outside investment of an undisclosed amount from the General Atlantic (GA) growth equity fund to further enable the company's future plans.

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With a growth rate that has been nothing less than meteoric, [SnapAV](#) has received an outside investment from a well-known growth equity fund, [General Atlantic \(GA\)](#).

The investment consists of both an undisclosed set amount and a line of credit that will help feed SnapAV's continued R&D to develop new products in new and existing categories.

SnapAV is quick to point out that there are no operational changes taking place as a result of the investment with same management and sales teams in place.

SnapAV's top-line revenues grew more than \$40 million alone in 2012 and are on track for even higher growth this year. GA, a \$17 billion fund, is very choosy about its investments, only selecting a dozen or so companies to invest in each year. Another benefit of the investment is advisory with the GA team able to share value-added expertise with the Charlotte, N.C.-based manufacturer.

From SnapAV's standpoint, the investment is a logical step to maintain the operating capital necessary to keep up its growth. SnapAV recently performed very well in the [CE Pro 100 Brand Analysis study](#), making major strides in marketshare in multiple categories, including racks, mounts, speakers, cable and power management.

Craig Craze, CEO of SnapAV, sent the following communication to its dealer base today:

I'm writing today to let you know about some exciting news at SnapAV.

As a loyal dealer, you probably know that we've been growing pretty quickly over the past few years. We've added new products, more people and some great new technology platforms.



SnapAV CEO Craig Craze says General Atlantic's "investment in SnapAV gives us access to financial as well as advisory resources that will help us as we continue to push forward."

Recently, SnapAV took another step toward continuing that growth: we've partnered with General Atlantic (GA), a growth equity fund. GA's investment in SnapAV gives us access to financial as well as advisory resources that will help us as we continue to push forward.

So, what does all this mean to you, our dealer? It's simple: our products will get smarter, our website will get better and our teams will get stronger. In other words, you can (and should) expect some pretty exciting things from SnapAV over the coming months and years!

SnapAV has also set up a brief FAQ page on its website to answer some of the most common questions. On the FAQ page, the company proudly notes: "Basically, some people that are paid to make good bets on good companies with good people decided that's exactly what SnapAV was."