

CLUEP COMPLETES ITS SALE TO IMPACT GROUP

Posted on September 20, 2018

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On September 14, 2018, McMillan LLP advised Cluep Inc. on its sale to Impact Group, Inc. a leading sales and marketing company, focusing on grocery brokerage and CPG brands across the United States, and a portfolio company of CI Capital Partners LLC., a New York based private equity firm.

Cluep was founded in Toronto by Karan Walia, Anton Mamonov and Sobi Wali and has built an AI based advertising platform which targets people based on what they share, how they feel and where they have been. Powered by a patented text analysis and location intelligence engine, Cluep enables marketers to target people based on three fundamental approaches: through posts, pics and places and currently services high-profile brands, including Coca-Cola, Kraft, Unilever and Walmart, among others. This year, Cluep was acknowledged as the 7th fastest growing company in Canada by Canadian Business Magazine.

Karan Walia, Co-Founder and CEO of Cluep Inc. commented "McMillan LLP was an excellent advisor. We really can't say enough about the strength and depth of the McMillan team - from top to bottom their entire team was tremendous and there for us 24/7."

The transaction represents a significant exit for a Toronto based AI company and is a testament to some of the world class AI which is being developed in Toronto.

The McMillan LLP team was led by Raj Dewan (Capital Markets and M&A) and JR Beaudrie (Business Law) and included: Andrew Stirling (Tax) Jeffrey Nagashima, Shannon Ste. Marie, Paul Boshyk (Advocacy & Employment), Stefanie Di Francesco (Employment and Labour Relations), Nicole Burch (Business Law) and Sara Ruhini.