

## Seabury Group Human Capital Business Invests In Rainmaker Business Technologies

*Minority Interest Investment Advances the Company's Offerings of Productivity,  
Network and Cost Control Tools for the Aviation Industry*

NEW YORK – May 17, 2016 – Seabury Group (“Seabury”), a leading global advisory and professional services firm, announced today that Seabury Human Capital LLC (“SHC”) has purchased a minority interest in Ireland-based Rainmaker Business Technologies Limited, with an option to purchase a majority stake from Investec Ventures Ireland Limited. Through its investment, SHC will lead the sales and market expansion of Rainmaker’s existing products and services through Seabury’s global sales, marketing, and distribution channels.

Rainmaker provides software that focuses on how airlines manage operating costs in the areas of crew, network, and fuel performance. SHC’s approach to improving operating performance is focused on a collaborative process aimed at managing, rewarding, and engaging talent and enhancing effectiveness.

“The aerospace and aviation marketplace has a real hunger for improving operating performance through analytical tools,” commented Seabury Human Capital President and Chief Executive Officer Martin R. Kuehne. “SHC will work alongside Rainmaker to deliver software tools to the marketplace that allow airline management to make smart and timely decisions focused on addressing staff costs and productivity.”

Mr. Kuehne will join the Rainmaker Board of Directors and guide the two companies’ collaborative efforts in reaching out to airlines and related businesses with an advanced product offering, which will provide insights and direction in managing operating performance and related costs.

“Gaining access and support from Seabury Group’s global presence and reputation will provide our Rainmaker team improved credibility and increase our ability in opening new dialog with airlines around the world,” said Rainmaker Chief Executive Officer Brendan Fuller. “Our partnership with Seabury Human Capital offers Rainmaker deeper insights into the dynamics of various aviation industry work groups and will provide us with the ability to advance product development and in-market execution.”

Seabury Group Chairman and Chief Executive Officer John Luth said: “The addition of Rainmaker’s suite of products to Seabury Human Capital’s Workforce Analytics capabilities is a continuation of Seabury Group’s strategy of adding new intellectual property and product lines to our existing advisory businesses to capitalize on our global brand and distribution capabilities.”

“We are delighted that Rainmaker will be partnering with Seabury Group who is an established player in the aviation industry and has an impressive track record and portfolio of airline customers,” said Leo Hamill, Partner with Investec Ventures. “The market, in which both companies operate internationally, is substantial and growing and we believe the combination provides an excellent platform to significantly grow the Rainmaker business in the years to come.”

Rainmaker will continue to operate as an independent company while becoming part of the product offerings of Seabury Human Capital, which focuses on helping clients improve their business performance by developing human resources solutions.

~ more ~

### About Rainmaker Business Technologies

Rainmaker Business Technologies Limited is a Dublin based software engineering company, which was established in July 2005 and received venture capital backing from Investec Ventures in January 2012. Rainmaker works exclusively with Airlines to better understand and manage operating performance and related costs. Rainmaker works in partnership with airline customers to address these problems and improve cost management through our unique and innovative solutions addressing; Crew Performance – Crew Pay and Analytics, Operations Performance and Fuel Performance. [www.rainmaker.aero](http://www.rainmaker.aero)

### About Seabury Group

Seabury Group LLC is a global firm founded in 1995 with two principal groups, Seabury Advisory Group LLC (“SAG”) and Seabury Capital LLC (“SeaCap”). SAG is a global advisory practice with professionals on five continents and more than 15 countries covering Aviation, Aerospace & Defense, Financial Services, Government Services, Logistics, Maritime, Transportation and related industries. SAG has partnered with more than 300 clients located in more than 50 countries on more than 1,300 engagements to solve complex challenges requiring consulting, investment banking, restructuring and/or information technology solutions. SeaCap owns and operates a number of specialty finance companies providing innovative cross-border financing for equipment and trade receivables as well as insurance-backed auto service and financial obligations. SeaCap recently launched a merchant banking business to take minority equity positions in, and to provide debt financing to, middle market companies. SeaCap also owns software companies providing enterprise solutions to airlines, aerospace companies and provides a range of electronic trading solutions to buy-side and sell-side firms in foreign exchange and precious metals. [www.seaburygroup.com](http://www.seaburygroup.com)

### About Investec Ventures Ireland Limited (“Investec Ventures”)

Investec Ventures, is part of the Investec Group in Ireland, and manages the €75 million Ulster Bank Diageo Venture Fund established in 2008 under the Enterprise Ireland Seed and Venture Capital Programme 2007-2012. Investec Ventures invested in Rainmaker in January 2012 and Leo Hamill, Partner with Investec Ventures, represents the Fund, on the board of Rainmaker.

The Fund invests €1-€5 million in Irish companies across a range of sectors and stages of development and has invested in twenty companies including *inter-alia* AMCS, Blue Tree Systems, Brite:bill, Diona Technologies, Fenargo, Helix Health, Gridstore, Rainmaker, RAPT Technologies, SilverCloud Health, Terminal Four Solutions and Zamano. Investec Ventures has invested in over 45 Irish businesses taking them from early stages of development through to trade sale and IPO. [www.investec.ie](http://www.investec.ie)

###