



## **Core Capital portfolio company, AlliedPRA, completes sixth acquisition in six months driving revenues over \$100m**

Core Capital portfolio company AlliedPRA is delighted to announce the acquisition of Destination Services Corporation (DSC), the leading destination management company ('DMC') covering the Rocky Mountain region of North America. The strategic move expands AlliedPRA's reach into this growing marketplace.



At over \$100 million in system revenue, and 29 office locations, AlliedPRA and DSC will combine to hold the number one market share position in the DMC category of the US Business Events Industry.

The acquisition of DSC is the sixth acquisition that AlliedPRA has completed in as many months. AlliedPRA is now proving itself as a unique platform within the highly-fragmented DMC sector.

Clients include hundreds of the world's largest blue-chip corporates, leading global and US travel management companies, major US incentive agencies as well as many of the principal US associations. No other DMC can serve these clients' meeting and event requirements under one wholly controlled group across so many offices. This sets AlliedPRA apart from the traditional model of independently owned, single-destination DMC offices, which typically group together in cross referral agreements or co-branding arrangements.

Led by CEO Tony Lorenz, these initial acquisitions are just the start of a highly researched and carefully developed strategic plan that will truly redefine the destination management sector.

"This is an exciting time for AlliedPRA as we expand our business into this region," stated Tony Lorenz, CEO of AlliedPRA. "DSC is an incredible business. The combined group forms the foundation of the next chapter of the ambitious vision we have for AlliedPRA. We are in the early

innings of truly redefining this sector, in good part through our alignment of the very best talent this industry has to offer.”

#### AlliedPRA

Founded in 1981, AlliedPRA is a leading event management and solutions company with a reach in over 100 destinations, serving some of the most respected companies in every major industry sector. For information on the complete portfolio of services, and to learn more about AlliedPRA, please visit [www.alliedpra.com](http://www.alliedpra.com)

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We are actively seeking new investment opportunities for our latest Fund, Core Capital Partners II LP. If you would like a meeting to discuss our approach or a specific opportunity, please contact:

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