

ROPART ASSET MANAGEMENT

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Overview

- ❖ The Ropart Asset Management Funds (“RAM”) is a private equity firm that invests directly in small to midsize companies
- ❖ The firm pursues a flexible strategy, investing throughout the capital structure and in multiple industries

Investment Criteria

- ❖ Company Size:
 - \$10-150 million in sales
 - \$3-15 million in EBITDA
- ❖ Characteristics:
 - Experienced management teams
 - Strong platform businesses
 - Competitive valuation multiples
 - Recurring revenue models
 - Attractive competitive positioning
- ❖ Investment Type:
 - Platform (control equity/minority)
 - Mezzanine
 - Growth Capital
- ❖ Investment Size:
 - \$3-15 million of equity ⁽¹⁾
- ❖ Transaction Value:
 - \$10-100 million of Enterprise Value ⁽¹⁾
- ❖ Industries:
 - Business Services
 - Direct Marketing
 - Software/Technology
 - Consumer Products
 - Value-added Distribution
 - Hobbies & Crafts
 - Infrastructure/Logistics
 - Industrial Services
 - Human Capital
 - Healthcare Services
 - Financial Services
 - Franchisors

⁽¹⁾ RAM has and will lead or participate in deals with as much as \$35M in equity and values up to \$200M

Approach

- ❖ Patient capital with long-term view
- ❖ True equity partner; 100% of committed funds raised internally
- ❖ Stable post-closing balance sheet

Value Creation

- ❖ Operational support with strategic planning, budgeting, sales & marketing, supply chain management, activity-based costing, and IT solutions
- ❖ Corporate development assistance to facilitate geographic, product/service line, and customer expansion
- ❖ Proprietary network of relationships to assist the firm on an as-needed basis

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Selected Current Investments



Solution X Global is a leading technology developer of web-based marketing and social networking systems to the Direct Sales Industry.

2008



DTS designs, installs, and services critical infrastructure and technology for intelligent transportation systems, security, and facilities management.

2007



MediaTrust develops unique, highly customized, cost-effective, and performance-driven solutions for advertisers, marketers, and publishers.

2006



ViSalus Sciences is a direct marketer of nutritional, energy, skin care, and cleaning products through a vast network of distributors and customers.

2005



OfficeWorks is a temporary healthcare staffing company that specializes in placing medical administrative and support personnel.

2005

NORTHSTAR

NorthStar is the leading provider of enterprise wealth management software solutions to financial services institutions.

2005



DeerTech is a service company that provides protection for plants from deer damage.

2005



QCL Holding, Inc. is an environmental, food, dairy, and pharmaceutical testing laboratory operating in the Northeast and Central Atlantic U.S.

2004



Heads and Threads International, LLC is a global importer and master distributor of industrial steel fasteners.

2004

Selected Realized Investments



APS is the leading physical therapy practice management software provider, with solutions in over 3,500 therapy practices and rehabilitation agencies.

2007



Dimensions is a leading designer, manufacturer, and marketer of craft and hobby products such as needlecraft, craft beads, and paint-by-number kits.

2007



VeriCenter provides an operating infrastructure for hosting advanced web-based / critical business applications, and disaster recovery solutions.

2007



CompManagement is a leading third party administrator, with over 1,350 associates providing service to 55,000 employers across the nation.

2006



Primrose Schools is a leading franchisor of pre-kindergarten educational child care centers in 15 states across the Midwest and Southeast U.S.

2006



Allrecipes.com is a community-based Web site offering food ideas and resources, including recipes, meal ideas, and meal preparation tips.

2006