

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



iCentris is a leading provider of software solutions to the direct selling industry, with clients that range from start-ups to Fortune 500 companies.

2011



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



Crexendo, Inc. (AMEX:EXE) provides web-based technologies and resources, including SEO, to entrepreneurs and small, medium, and large enterprises.

2006



ViSalus is the leading weight loss and fitness challenge platform in North America, with sales of weight management, nutritional, and energy products through a network of independent sales promoters.

2005



QC Laboratories is an environmental, food, dairy, and pharmaceutical testing laboratory operating in the Northeast and Central Atlantic U.S.

2004

Selected Realized Investments



Outsmart hungry deer.™

DeerTech is a leading provider of services for the protection of plants and landscaping from deer damage.

2010



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

2010



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

2007



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

2007



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

2007



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

2006