

High Road Capital Partners is a private equity firm focused on buying and building niche leaders at the smaller end of the middle market.

### INVESTMENT CRITERIA

Seeking majority ownership of profitable, well-run companies in the US and Canada with the following characteristics:



**Our mission is to deliver superior returns by buying successful, niche-leading companies and taking them to the next level.**

We will accomplish this by partnering with management teams to improve operations, support organic growth initiatives, and complete add-on acquisitions. We will create value for all stakeholders by building companies that are not just bigger but qualitatively better and more well-positioned strategically by the time we realize our investment.

### INVESTMENT STRATEGY





Once acquired, High Road helps its companies reach the next level by:

- Improving the infrastructure, systems and processes of the company
- Supporting management's organic growth initiatives
- Utilizing operating resources to identify opportunities for growth and efficiency
- Finding & completing add-on acquisitions that improve the company's strategic position

### INVESTMENT PHILOSOPHY

We believe the path to success lies in taking the high road in all that we do:

- Cutting a fair deal and sticking to it
- Treating portfolio company management teams as partners
- Responding to bumps in the road with patient but focused effort
- If we consistently work hard and do the right thing, we will ultimately succeed

COMPANY	DATE/LOCATION	DESCRIPTION	ADD-ON STRATEGY
 <b>Exponential</b> P O W E R	<b>May 2017</b> <b>HQ:</b> Menomonee Falls, WI <b>Sites:</b> Various locations in WI, IL, IN, LA, TX, FL, AL, and GA	<b>Exponential Power</b> Value-added distributor of batteries, power solutions, and test equipment for stationary, standby, and motive applications in the industrial, utility, and data center markets.	<ul style="list-style-type: none"> <li>• Extend geographic reach</li> <li>• Expand presence in standby power market</li> </ul>
 <b>JHFOSTER</b> REDEFINING THE POSSIBILITIES OF AUTOMATION	<b>May 2019</b> Eagan, MN	<b>John Henry Foster Minnesota</b> Value-added distributor of motion control parts, compressed air systems, industrial robotics, and electrical automation products and accessories.	<ul style="list-style-type: none"> <li>• Expand geographic presence</li> <li>• Broaden product and service offerings</li> </ul>
	<b>October 2013</b> Ball Ground, GA	<b>SMB Machinery Systems, LLC</b> Provider of new and used packaging and processing equipment to the food and beverage industries, as well as a comprehensive suite of related services including removal, installation, storage, relocation and demolition.	<ul style="list-style-type: none"> <li>• Expand service and equipment offerings</li> <li>• Broaden end markets</li> </ul>
 <b>U-C COATINGS</b> WOOD PROTECTION PRODUCTS	<b>January 2018</b> <b>HQ:</b> Buffalo, NY <b>Sites:</b> Portland, OR; Seattle, WA; Kenosha, WI	<b>U-C Coatings</b> Manufacturer and developer of specialty coatings and sealants focused on the protection and preservation of wood and other surfaces, primarily for the residential building envelope.	<ul style="list-style-type: none"> <li>• Add specialty chemicals/ coatings/ adhesives used within the building envelope</li> <li>• Extend end markets and distribution channels</li> </ul>

## CONTACT

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