

BUSINESS DEVELOPMENT

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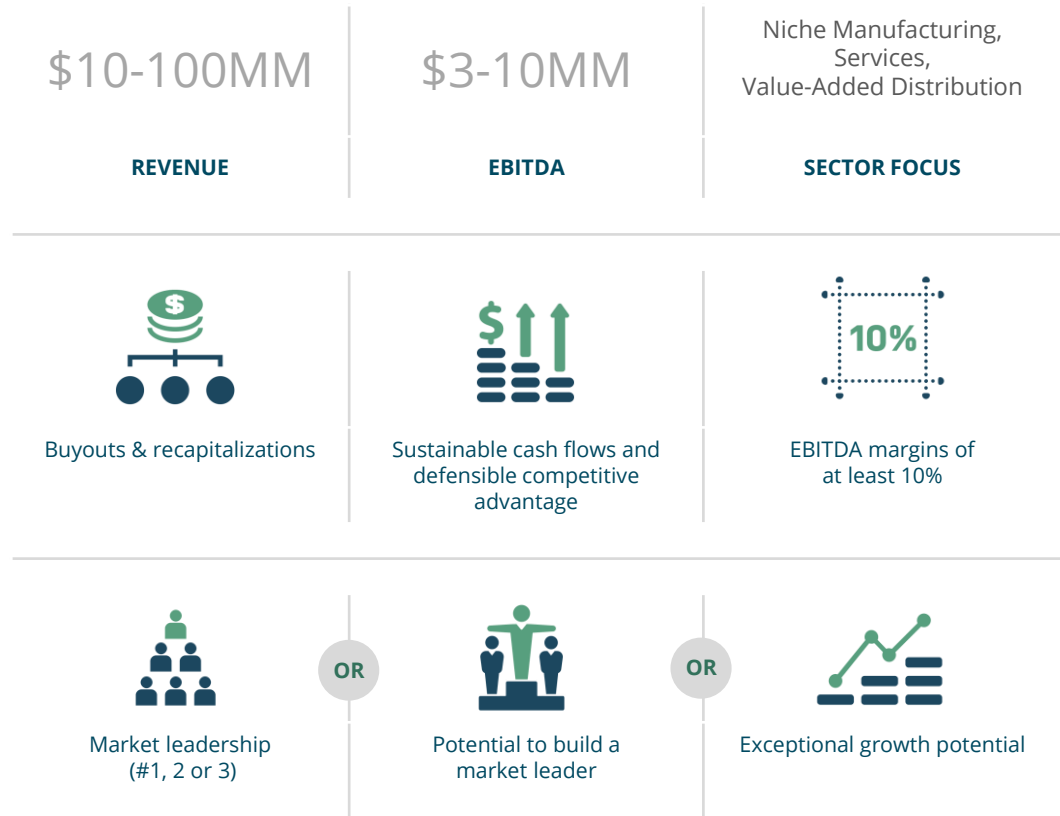
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High Road Capital Partners is a private equity firm focused on buying and building niche leaders at the smaller end of the middle market.

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
	May 2010 HQ: Encino, CA Sites: Throughout Southern California	Advanced Sleep Medicine Services, Inc. Provides sleep diagnostic testing services as well as equipment and supplies used in the treatment of obstructive sleep apnea (OSA).	<ul style="list-style-type: none"> Extend geographic reach throughout CA Broaden product offering
	November 2012 HQ: Minneapolis, MN Sites: Toronto, ON; Farmington, CT	Bluespire Provider of strategic marketing services for healthcare, financial services, senior living and consumer packaged goods clients with a strong emphasis on end-user content and digital media.	<ul style="list-style-type: none"> Expand technological capabilities Broaden end-markets served
	July 2015 San Diego, CA	Cali Bamboo Provider and direct-to-consumer retailer of branded bamboo flooring and sustainable building products. The company's products include bamboo and eucalyptus flooring, composite decking, bamboo plywood and fencing, luxury vinyl tile, and cork tiles.	<ul style="list-style-type: none"> Broaden product offering
	March 2010 HQ: Winnipeg, Manitoba Sites: Vancouver, BC	CELCO Controls Ltd. Engineers, programs, and assembles customized automation control systems for a diverse set of end-markets, including food processing, metals and mining, power generation, and infrastructure.	<ul style="list-style-type: none"> Extend geographic reach Other end-market applications expertise
	February 2014 Secaucus, NJ	General Tools & Instruments, LLC Leading designer and developer of precision specialty hand tools and handheld test instruments. The company offers a broad product portfolio of professional and consumer items sold through retail and industrial distribution channels.	<ul style="list-style-type: none"> Extend product offering & distribution Diversify product line
	December 2010 HQ: Parsippany, NJ Sites: Princeton, NJ; Stamford, CT	Guidemark Health Guidemark Health is a midsized, full-service healthcare communications agency providing marketing/advertising /communications, medical communications, and learning services to clients in the pharmaceutical and related industries.	<ul style="list-style-type: none"> Broaden customer base Expand product offering
	February 2017 HQ: Kansas City, MO Sites: Akron, OH; Des Moines, IA	Midwest Wholesale Hardware Value-added wholesale distributor of door hardware, electronic access control and security products for the commercial, residential and institutional facilities markets. Provides expert customer service and offers an extensive inventory.	<ul style="list-style-type: none"> Extend geographic reach Broaden product line
	October 2018 Euclid, OH	Radix Wire & Cable Manufacturer of high-temperature and fire-resistant wire and cable. The company designs and engineers products proven to perform in temperatures ranging from 150°C to 1000°C and in diverse industrial OEM, maintenance, repair and operations, and fire protection applications.	<ul style="list-style-type: none"> Expand into adjacent product categories Broaden end-markets
	October 2013 Ball Ground, GA	SMB Machinery Systems, LLC Provider of new and used packaging and processing equipment to the food and beverage industries. The company offers a comprehensive suite of related services including removal, installation, storage, relocation and demolition.	<ul style="list-style-type: none"> Expand service & equipment offerings Broaden end-markets
	May 2017 HQ: Menomonee Falls, WI Sites: Various locations in WI, IL, IN, LA, TX, FL, and AL	Storage Battery Systems, LLC Assembles and distributes branded, rechargeable industrial battery solutions and test equipment for motive, stationary and standby power applications.	<ul style="list-style-type: none"> Extend geographic reach Expand presence in standby power market
	January 2018 HQ: Buffalo, NY Sites: Portland, OR	U-C Coatings Manufacturer and developer of specialty coatings, sealants, and related products focused on wood and lumber protection. The company's products are sold globally, through retail and industrial distribution channels as well as directly to end users.	<ul style="list-style-type: none"> Expand product offering Extend end-markets and distribution channels Add specialty chemicals/coatings/ adhesives technologies
	March 2015 York, PA	York Wallcoverings, Inc. Designer, manufacturer and marketer of wallpaper, borders, murals and RoomMates peel-and-stick removable and reusable wall decals. York's portfolio of globally proprietary and licensed brands is sold into both residential and commercial markets.	<ul style="list-style-type: none"> Add complementary product lines Broaden distribution channels Expand international footprint