

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

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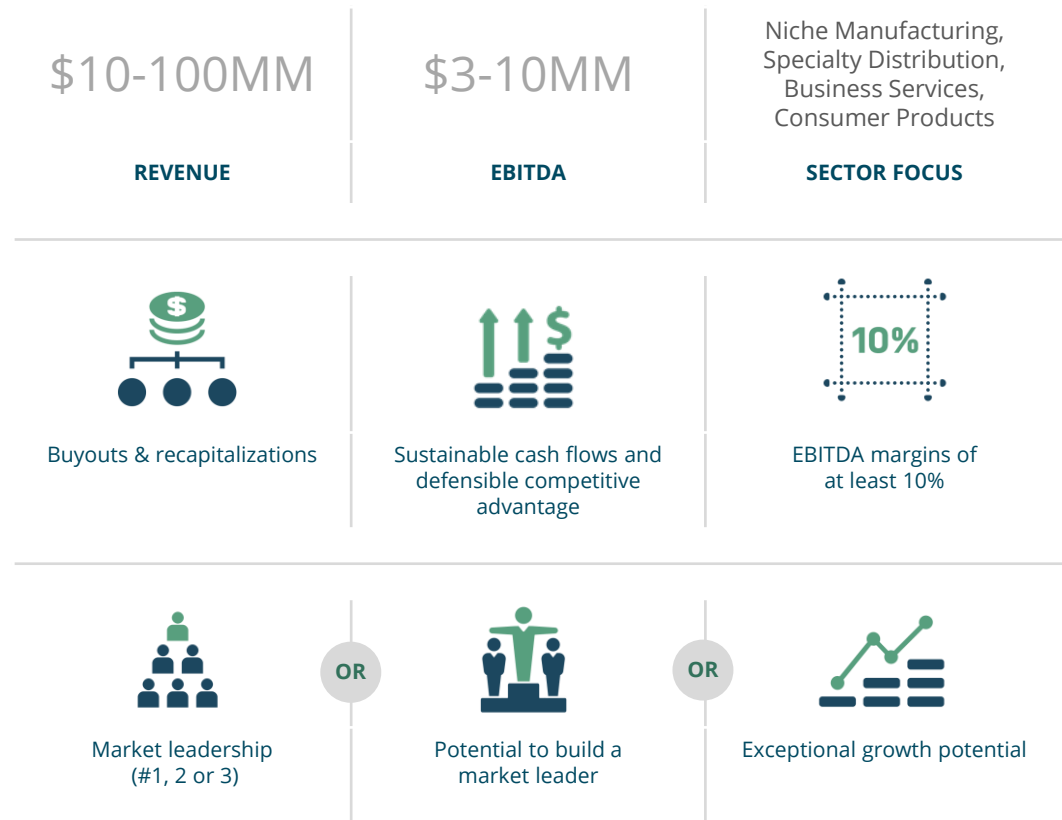
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INVESTMENT CRITERIA

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: West Hartford, CT	Bluespire Provider of strategic marketing services for healthcare, financial services, and senior 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, including bamboo and eucalyptus flooring, composite decking, and engineered hardwoods.	<ul style="list-style-type: none"> Broaden product offering
	March 2010 HQ: Winnipeg, MB 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
	May 2017 HQ: Menomonee Falls, WI Sites: Various locations in WI, IL, IN, LA, TX, FL, AL, and GA	Exponential Power Assembles and distributes rechargeable industrial batteries 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
	February 2014 Secaucus, NJ	General Tools & Instruments, LLC Designer and developer of precision specialized hand tools and handheld test instruments sold through retail and industrial distribution channels.	<ul style="list-style-type: none"> Extend product offering and distribution Diversify product line
	December 2010 HQ: Parsippany, NJ Sites: Princeton, NJ; Stamford, CT	Guidemark Health Full-service healthcare communications agency providing marketing/advertising, 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
	May 2019 Eagan, MN	John Henry Foster Minnesota Value-added distributor of motion control parts, compressed air systems, industrial robotics, and electrical automation products and accessories.	<ul style="list-style-type: none"> Expand geographic presence Broaden product and service offerings
	October 2018 Euclid, OH	Radix Wire & Cable Manufacturer of high-temperature and fire-resistant wire and cable products used 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, as well as a comprehensive suite of related services including removal, installation, storage, relocation and demolition.	<ul style="list-style-type: none"> Expand service and equipment offerings Broaden end markets
	January 2018 HQ: Buffalo, NY Sites: Portland, OR; Seattle, WA	U-C Coatings Manufacturer and developer of specialty coatings and sealants focused on the protection and preservation of wood and other surfaces.	<ul style="list-style-type: none"> Add specialty chemicals/coatings/ adhesives used within the building envelope Extend end markets and distribution channels
	March 2015 York, PA	York Wallcoverings, Inc. Designer, manufacturer and marketer of wallpaper, borders, and wall decals.	<ul style="list-style-type: none"> Add complementary product lines Broaden distribution channels