

**Building Great Businesses...** Carpedia Capital creates exceptional investment returns by applying our operational improvement expertise, industry knowledge and private equity discipline to opportunities that will benefit from empowering management through the Carpedia approach to building great businesses.

**By Offering More than Just Capital...** Our strategy is to invest in fundamentally strong, consistently profitable Canadian businesses in which we can create sustainable improvements in revenue growth, productivity and asset utilization – all in a collaborative partnership with management teams and owner-operators that empowers, and significantly rewards, their success. In addition to sustainably closing the gap between actual and potential profit performance through operational excellence, Carpedia Capital contributes to the strategic and financial development of our partner businesses.

**While Exceeding Your Expectations...** Carpedia Capital is a value-added partner for business owners, management teams and their advisors. We provide senior-level time and attention to our investments, project-driven operational improvement expertise, access to our advisory board’s resources and the experience across strategic, financial and other matters necessary to make our partnership successful. Our proven track-record of creating sustainable operational value in collaborative partnership with business owners and management teams comes with strong references as does our reputation for having a consistent, transparent and fair approach.

**Our Investment Focus**

**‘Good’ Businesses Which Can Become ‘Great’...**

- fundamentally strong business, end markets, market share, brand, customer loyalty due to unique products or processes (i.e. small batch, high quality)
- diverse customer base
- consistent profitability; relatively modest capex
- opportunity to enhance active management focus and operational discipline
- productivity improvement opportunities
- growth opportunities through accelerated backlog delivery, invigoration of sales organization and customer service, increased value-add; exploit newly freed capacity

*We focus on businesses that will benefit from Carpedia’s track record of sustainably increasing profits by 3%-5% of revenue*

**... In Growing Or Stable Niche Markets**

- general manufacturing
- food production and processing
- product distribution, logistics and transportation
- consumer and business services, financial services administrative processing
- medical imaging and testing laboratories
- project management, engineering & design
- hospitality, hotels, restaurants
- retailing

*We focus on industries where Carpedia is a consulting expert to maximize our value-add as well as to improve our certainty and timing to close*

**Transaction Parameters & Structure**

- \$8MM to \$20MM of enterprise value with a conservative capitalization structure
- \$2MM to \$4MM of adjusted EBITDA
- control position with equity interest of 55% to 100%
- lucrative management team incentives

**Transaction Types**

- majority sale where vendor & management are aligned to build a great business, such as a succession sale by a family or a recapitalization of an entrepreneur
- 100% divestiture where management is aligned to build a great business, such as a management led buy-out, buy-in or divisional carve-out

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