



## Business Services Industry Expertise

LaSalle Capital is a leading private equity firm with extensive experience in the lower middle market. We currently manage two funds totaling over \$345 million in capital. We have a proven track record of partnering with management teams to increase value in business services companies through a strategic operating focus to improve profitability while driving growth organically and through acquisitions.



We look for businesses with the following characteristics:

- Strong, defensible market position
- Recurring revenue / long-term service contracts
- High customer retention
- Organic growth potential / stable earnings history
- Scalable and 'high-touch' service-oriented model / low capital intensity
- Utilization of technology to enhance or expand service offering
- Revenues of \$20 to \$100 million
- EBITDA over \$3 million

We have experience in the following areas:

- BPaaS / tech-enabled BPO
- Payments / fintech
- Revenue cycle management
- Data / content management services
- Testing and inspection services
- Facilities services

Our objectives for an investment are to:

- Increase enterprise value by growing revenue and EBITDA
- Employ industry best practices
- Provide follow-on capital for growth
- Accelerate growth through the execution of add-on acquisitions

Characteristics of our operational approach:

- Sharing operational experience and resources
- Identifying and mitigating business risks
- Leveraging industry contacts
- Alignment of interests through equity participation

## Representative Business Services Investments



March 2018  
Accounts Receivable  
Management  
brownandjoseph.com

- Provides commercial accounts receivable management solutions with a focus on the insurance industry
- Specializes in B2B third-party collection services, but also provides first-party collection services and insurance premium audits
- Opportunistically seeking add-on acquisitions
- Building out sales force and technology infrastructure to accelerate growth



December 2017  
Digital Marketing Agency  
gen3marketing.com

- Provides affiliate marketing services to customers (“advertisers”) by optimizing advertisers’ positioning of their products and services on third party websites as well as other digital marketing services, including pay-per-click, search engine optimization, social media and other digital marketing campaigns
- Creating the dominant agency in the affiliate marketing industry by expanding the sales function, building out the team and executing selective tuck-in acquisitions



June 2016  
Payment Processing  
Service Provider  
processing.com

- Provides payment processing services to e-commerce merchants that allow for the acceptance of online payments in multiple currencies around the globe
- Further developing acquiring bank partnerships and merchant tools
- Investing in technology and sales resources to support the expansion of the business



June 2014  
(February 2018 exit)  
Integrated Technology  
Solutions Provider  
avtex.com

- Provides technology-based solutions to clients seeking to improve their customer interactions
- Developed a leading national provider of integrated contact center and customer experience (CX) focused solutions
- Broadened services and product offerings as well as optimized operational efficiency
- Sold to Norwest Equity Partners in 2018



November 2013  
Business Process Outsourcing  
metasource.com

- Provider of technology-enabled business process outsourcing (BPO) services with a focus on the financial services industry
- Expanding service offerings to further penetrate key verticals and rolling out SaaS-based workflow management solution
- Opportunistically seeking add-on acquisitions



September 2013  
Non-destructive Testing  
Services  
avantechts.com

- Provider of non-destructive testing (NDT) services and equipment
- Pursuing a buy-and-build strategy to develop a leading, diversified NDT and inspection services provider to the energy, infrastructure, transportation and aerospace industries
- Acquired Reliant NDT in September 2013 and Lone Star Inspection Services in July 2014



June 2012  
Specialized Warehouse  
Labor Services  
eclipseadvantage.com

- Provides specialty warehouse labor services to distribution centers in the foodservice and grocery industries
- Supplemented management team to position the company for growth
- Investing in industry leading technology to support the expansion of the business domestically and throughout Canada
- Broadening suite of services offered to further penetrate distribution centers served



April 2010  
(March 2018 exit)  
Industrial Facility Security  
unitedamericansecurity.com

- Security guard services company serving industrial, distribution, and commercial office clients
- Merged three companies under a new management team to form the original platform
- Executed a buy-and-build strategy to form a super-regional leader
- Sold to Garda World Security Corporation in 2018



RECEIVABLES  
MANAGEMENT  
PARTNERS

May 2007  
(July 2012 exit)  
Revenue Cycle Management  
receivablesmp.com

- Revenue cycle management company focused on healthcare customers
- Expanded technology-enabled service and product offerings with a focus on client service compliance
- Executed a Midwest-focused buy-and-build strategy, successfully completing five add-on acquisitions during LaSalle Capital ownership
- Sold to Thompson Street Capital Partners in 2012