

Overview

Highland Creek Partners is a privately held, entrepreneurial investment firm focused on acquiring and growing a single small to medium sized business. We will make controlling investments in stable, profitable companies with EBITDA (operating profit) between \$2 – 6 million. We are focused on opportunities within 100 kilometers of a major city in Canada or the U.S.

Why Highland Creek Partners?

Highland Creek provides a compelling exit alternative for business owners who are considering retirement or taking a significantly reduced role in the day-to-day operations. We are different from traditional strategic or private equity buyers and offer a unique combination of capital, financial flexibility and managerial expertise. Working with Highland Creek Partners, sellers can expect the following benefits:

- **Integrity** – commitment to the highest level of transparency and integrity
- **Experienced Team** – we install two full-time managers and a world-class Board
- **Focus** – 100% of our resources are focused on the single investment we make
- **Flexibility** – we offer fair and flexible terms based on the seller's individual needs
- **Long-term Focused** – we have patient capital and focus on sustainable growth
- **Continuity** – preserving your legacy by keeping employees and customers happy

Investment Focus

<p><i>Industry Criteria</i></p> <ul style="list-style-type: none"> • Recurring revenue • Growing and sizable market • Not overly complex 	<p><i>Business Criteria</i></p> <ul style="list-style-type: none"> • Positive and stable cash flows • Asset and working capital light • Sustainable competitive advantage
<p><i>Financial Criteria</i></p> <ul style="list-style-type: none"> • EBITDA > \$2 million • EBITDA margin > 15% • 3+ years of profitability 	<p><i>Preferred Management Situations</i></p> <ul style="list-style-type: none"> • Owner ready to retire • Owner wants focused role (e.g. sales) • Serial entrepreneur ready for next venture • Divestiture from larger corporation

Sectors of Interest

- SaaS Software
- Business Services
- Online Education
- Healthcare Services
- Infrastructure Services
- Regulatory Compliance Solutions
- Payments & Billing

Investment Process

Introduction	Exploration	Due Diligence	Acquisition
<ul style="list-style-type: none">• Informative call• Confidentiality agreement (CA)• Basic company /financial info• Initial valuation	<ul style="list-style-type: none">• Discuss owner objectives• Management meetings• Additional company info	<ul style="list-style-type: none">• Formal Letter of Intent (LOI)• 60-90 day exclusivity period• Perform company due diligence	<ul style="list-style-type: none">• Finalize contracts• Sign Purchase and Sale Agreement (PSA)• Transfer funds and closing

Highland Creek's Managers

Rameez Ansari previously worked as a management consultant at the Boston Consulting Group in Toronto, where he advised Canadian and international clients in financial services, telecom, and technology. Since 2001, he has also acted as a strategic advisor and implementation lead for his family business, Synergy, which is a leading diesel power generator assembler in Pakistan. Rameez has an MBA from the Stanford Graduate School of Business. He also received a Bachelor in Business Administration from the University of Toronto, where he graduated with High Distinction. Rameez is originally from Pakistan and grew up in Toronto, Canada.

Steve Lau worked at CPP Investment Board ("CPPIB") in London and Toronto where he sourced, structured and conducted due diligence on ~\$11 billion worth of direct private equity transactions ranging from \$4 million to \$7 billion. Steve also developed operational expertise through serving as an Observer on the Board of Directors of Airwave, a CPPIB portfolio company and a CFO of a consumer internet company called cloudable.me which won a Wharton Venture Award. Steve has an MBA from the Wharton Business School. He also received a Bachelor in Business Administration from the University of Toronto, where he graduated with High Distinction.

Contact

If you have a company that fits Highland Creek's investment criteria, please contact the Managing Partners directly:

Rameez S. Ansari, Managing Partner

[e: rameez@hlcpartners.com](mailto:rameez@hlcpartners.com)

p: +1.416.550.3029

Steve Lau, Managing Partner

[e: steve@hlcpartners.com](mailto:steve@hlcpartners.com)

p: +1.647.533.4331

Highland Creek will pay competitive referral fees on a deal by deal basis

Highland Creek's Investor Team

Highland Creek is backed by over 25 seasoned entrepreneurs, executives, and investors, a group that includes 19 current and former CEO/Presidents, 20 partners at institutional investment firms and 4 Ernst & Young Entrepreneur of the Year award winners. This group will serve as advisors and directors in any Highland Creek Partners acquisition.

Select Individual Investors

R. Scott Asen	General Partner of Pioneer Ventures, Trustee of Groton School and The Paris Review
Craig Burr	Founding Partner at Burr, Egan, Deleage & Co; previously, Partner at TA Associates, Board Member of the New England VC Association
Tom Cassutt	Managing Partner of TD Investment Co; Co-President of Nelson Nameplate
Robert Dahl	Founding Partner of Arrowhawk Capital Partners; previous Head of Global Healthcare for The Carlyle Group
Bill Egan	Founding Partner of Alta Communications (investment fund with \$1.5 billion under management); Previous Partner at TA Associates
Jim Ellis	Founder of Asurion Inc., lecturer at Stanford Graduate School of Business
Peter Francis	Chairman and CEO of J. M. Huber Corp., a diversified, multinational supplier of engineered materials, resources, and technology services
John Hunkin	Former CEO of Canadian Imperial Bank of Commerce (CIBC)
David Lazier	Managing Partner at TD Investments Co., President at American Security Products
Tim Ludwig	Managing Partner at Ohana Capital, previously President of privately held, commercial real-estate company
Sandro Mina	Founding Partner of Sverica International; previous President & CE of Cameraworld.com
Joe Niehaus	Partner at Housatonic Partners, former Director at Hellman & Friedman
Gerald Risk	President of Asurion (a global leader in technology insurance with over 90 million customers)
Rafael Samoza	Founding Partner of Ashford Venture Partners; previously Co-founder & President of VIU Media

Highland Creek's Investor Team (continued)

Highland Creek is backed by a diverse team that brings decades of experience to deal sourcing, transaction structuring, managing, and growing small to mid-sized businesses across all sectors

Select Individual Investors

Martin Steber	Founding Partner of Sverica International, previously, CEO of Automatic Detection Systems and Accudocs, Inc
Jose Stella	Founding Partner of Ashford Venture Partners; previously Co-founder & President of VIU Media
Kevin Taweel	Co-founder, Chairman and CEO of Asurion Inc.
Will Thorndike	Founder and Managing Director at Housatonic Partners, a private equity fund with >\$1 billion in capital under management
A.J. Wasserstein	Founder and CEO of ArchivesOne – the third largest US records management company
Kent Weaver	Chairman and CEO of Progressive Home Care; previous executive at KnowledgeLINK
Lacey Wismer	Managing Director at Hunter Trust, former investment banker at Deutsche Bank

Institutional Investors and Key Principals

Cambria Group	<u>Lew Davies</u> : Previously worked at Brentwood Associates and Bechtel Group, Inc. Currently serves on seven corporate boards <u>Rene Lajous</u> : Previously worked for BCG and Procter and Gamble
Pangeas Edge	<u>Matt Zucker</u> : Previously worked at Bowdon Energy Corporation and KPMG <u>Michael Rutner</u> : Previous EVP at Bowdon Energy Corporation
RHV Capital	<u>Glenn Healey</u> : Previous CEO of several companies completing 45 deals over 22 years <u>Paul Rogers</u> : Previous President of CIBC World Markets Corp.
Search Fund Partners	<u>Dave Carver</u> : Previous CEO of HiFive!, CEO of Hipbone Networks, and executive at Hewlett-Packard <u>Richard Kelley</u> : Previous CFO of Score Learning Centers, and CEO of San Jose Giants <u>Jim Edmunds</u> : Previous CEO of Celebrity Kids Portrait Studios