



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 the business services companies through a strategic operating focus to improve profitability while driving growth organically and through acquisitions.



Investment Criteria

- 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

Our experience areas

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

Investment Objectives

- 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

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



Oakpoint
 Acquired September 2019
 Dental Support Organization

- Provides non-clinical support services to general dentistry and orthodontic practices in North Carolina
- Investing in technology to standardize the organization and track performance
- Payor mix focused on private pay insurance
- Seeking add-on acquisitions



Professional Recovery Consultants
 Acquired August 2019
 Revenue Cycle Management

- Leading accounts receivable management company to the healthcare industry
- Expanding service offerings with a focus on client service and compliance
- Building out sales force and technology infrastructure to accelerate growth
- Seeking add-on acquisitions



National Gift Card
 Acquired July 2018

- Prepaid Payments Solutions
- Leading provider of prepaid gift cards for incentive, rewards and loyalty programs
 - Capable of individually distributing digital and physical gift cards of 500+ retailers
 - Building out technology capabilities and expanding service offerings to accelerate growth
 - Seeking add-on acquisitions



Gen3 Marketing
 Acquired December 2017
 Digital Marketing Agency

- Leading affiliate marketing agency
- Optimizes advertisers' positioning on third-party websites
- Other services include pay-per-click, search engine optimization and social media
- Expanding services and sales
- Seeking add-on acquisitions



MetaSource
 Acquired November 2013
 Business Process Outsourcing

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



Eclipse Advantage
 Acquired June 2012
 Warehouse Labor Services

- Specialty warehouse labor services for foodservice and grocery distribution centers
- Supplemented management team to position the company for growth
- Investing in new tech to support domestic and Canadian expansion
- Expanding services to further penetrate distribution centers
- Seeking add-on acquisitions



Brown & Joseph
 Acquired March 2018 (2019 exit)
 Accounts Receivable Management

- Focus on the insurance industry
- Specializes in B2B third-party collection services, first-party collection services and insurance premium audits
- Building out sales force and technology infrastructure to accelerate growth
- Sold to Incline Equity Partners in 2019



Avtex
 Acquired June 2014 (2018 exit)
 Integrated Tech Solutions

- CX industry thought leader
- Technology-based solutions to improve customer interactions
- A national provider of integrated contact center and customer experience (CX) solutions
- Broadened service offerings and optimized operational efficiency
- Sold to Norwest Equity Partners in 2018



United American Security
 Acquired April 2010 (2018 exit)
 Industrial Facility Security

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