



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

	<p>December 2017 Digital Marketing Agency gen3marketing.com</p>	<ul style="list-style-type: none"> • 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
	<p>June 2016 Payment Processing Service Provider processing.com</p>	<ul style="list-style-type: none"> • 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
	<p>June 2014 Integrated Technology Solutions Provider avtex.com</p>	<ul style="list-style-type: none"> • Provides technology-based solutions to clients seeking to improve their customer interactions • Developing a leading national provider of integrated contact center and customer experience (CX) focused solutions • Broadening services and product offerings as well as optimizing operational efficiency
	<p>November 2013 Business Process Outsourcing metasource.com</p>	<ul style="list-style-type: none"> • 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
	<p>September 2013 Non-destructive Testing Services avantechts.com</p>	<ul style="list-style-type: none"> • 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
	<p>June 2012 Specialized Warehouse Labor Services eclipseadvantage.com</p>	<ul style="list-style-type: none"> • 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
	<p>April 2010 Industrial Facility Security unitedamericansecurity.com</p>	<ul style="list-style-type: none"> • Security guard services company serving industrial, distribution, and commercial office clients • Merged three companies under a new management team to form the original platform • Executing a buy-and-build strategy to form a super-regional leader
	<p>May 2007 (July 2012 exit) Revenue Cycle Management receivablesmp.com</p>	<ul style="list-style-type: none"> • 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
	<p>November 2007 (July 2012 exit) Shopper Insight Consulting chasedesign.net</p>	<ul style="list-style-type: none"> • Provides shopper insight consulting and product, package, and retail design services to leading consumer goods companies and major retailers • Leveraged recapitalization of the company in partnership with the CEO • Expanded client base with large CPG companies and channel leading retailers • Sold to The Interpublic Group of Companies, Inc. (NYSE-IPG) in 2012