

## About Us

Promus Equity Partners is a private equity investment firm affiliated with Promus Holdings, a multi-family office located in Chicago. We target healthy, lower-middle market companies with EBITDA up to \$15 million. Members of our team are proven investors who bring wide-ranging experiences over numerous economic cycles in a variety of industries. As a family office with a flexible investment mandate, we can think creatively and allow each opportunity to guide our investment structure and duration absent the constraints imposed by traditional private equity funds. Our model relies upon partnering with managers and business owners to collaboratively develop plans to accelerate growth and increase value. As a family of investors, we bring unique insights and shared values to private equity investing. **Promus Equity Partners: where value and values meet.**

## Investment Criteria

In partnership with top caliber management teams, Promus Equity Partners acquires stable lower-middle market businesses with the following characteristics:

- Based in North America
- EBITDA up to \$15 million
- Experienced management team
- Demonstrated track record of success
- Strong market position with industry momentum
- Customer and supplier diversity

We consider ourselves generalists but have a demonstrated track record of success in the following:

- Consumer products and food & beverage
- Industrial products
- Distribution
- Business Services









## Professionals

The team at Promus Equity Partners has decades of experience investing in middle market companies. Collectively, we have completed approximately one hundred transactions, helping numerous sellers and managers achieve their goals. We are not operators. We are partners.

<p><b>Andrew Code, Partner</b> (312) 662-5485 acode@promusequity.com</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Chairman and Co-Founder of Promus</li> <li><input type="checkbox"/> Founder and longtime Partner of Code, Hennessy &amp; Simmons</li> <li><input type="checkbox"/> Previously with Citicorp and American National Bank</li> </ul>
<p><b>Steven Brown, Partner</b> (312) 662-5488 sbrown@promusequity.com</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Twenty years of private equity experience</li> <li><input type="checkbox"/> Previously a Partner of Code, Hennessy &amp; Simmons</li> <li><input type="checkbox"/> MBA from Kellogg School of Management at Northwestern</li> </ul>
<p><b>Sarah Wuellner, Partner</b> (312) 870-5223 swuellner@promusequity.com</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Twenty years of private equity experience</li> <li><input type="checkbox"/> Previously at Wind Point Partners</li> <li><input type="checkbox"/> MBA and BFA from University of Michigan</li> </ul>
<p><b>David Code, Vice President</b> (312) 662-5481 dcode@promusequity.com</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Previously an Analyst at Lincoln International</li> <li><input type="checkbox"/> BA from the University of Colorado</li> <li><input type="checkbox"/> Joined Promus in 2011</li> </ul>
<p><b>Anders Rosenquist, Vice President</b> (312) 784-3985 arosenquist@promusequity.com</p>	<ul style="list-style-type: none"> <li><input type="checkbox"/> Previously in corporate development at KeHE Distributors</li> <li><input type="checkbox"/> BS from North Park University</li> <li><input type="checkbox"/> Joined Promus in 2010</li> </ul>
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Portfolio

Promus Equity Partners is partnered with the following companies. At each business we are helping the management teams accelerate growth and execute multiple value-creating initiatives. We are actively seeking add-on acquisitions for each company.

 <p>December 2015</p>	<p>Provider of high-tolerance coating applications and specialized metal-finishing technology and services through two business segments. The precision coating segment provides coating for discrete length wire for minimally invasive medical procedures. The metal finishing segment provides hydrophilic and specialized anodic coating to protect aluminum on industrial and medical equipment.</p>
 <p>November 2013</p>	<p>Provider of technology-enabled business process outsourcing services with a focus on the financial services, healthcare and retail industries. The company offers a full range of services, including document processing, customer care and content management solutions designed to help customers achieve organizational efficiencies, cost savings and other strategic benefits.</p>
 <p>May 2013</p>	<p>World's leading developer and manufacturer of branded performance gauges, display products and ruggedized data recorders for the specialty automotive aftermarket end-market. In addition, the company is a rapidly growing developer and manufacturer of professional-grade electrical system diagnostic and maintenance equipment used by automotive technicians.</p>
 <p>August 2012</p>	<p>Designer and manufacturer of custom engineered metal buildings, roofing systems and components for the non-residential construction industry. The company focuses on providing innovative solutions for churches, schools, industrial structures, warehouses, aircraft hangers, municipal complexes and other retail structures.</p>
 <p>April 2012</p>	<p>Manufacturing services provider with expertise in valves, pumps, motors mechanical seals and other fluid power products. With its focus on precision machining and assembly, QCC supports companies worldwide in industries with long product lifecycles and with precision manufacturing requirements such as aerospace, construction and agriculture.</p>
 <p>December 2011</p>	<p>Designer and producer of two-way communication devices used by the personal emergency response system industry. The company's two-way emergency communication pendants and related accessories allow elderly and disabled adults to live independently with the peace of mind that help is only a phone call away.</p>
 <p>March 2011</p>	<p>Manufacturer of gun safes, vault doors and security doors used to protect firearms and other valuables from damage, theft and unauthorized access. The gun safes are distributed exclusively through Browning Arms Company who markets them through a network of independent sales representatives to retailers and gun dealers.</p>
 <p>April 2010</p>	<p>IT services provider with a diverse set of federal government customers within the intelligence community and civilian and defense agencies. The Company provides a full range of mission critical services within its core competencies of enterprise services, data management, information assurance and security &amp; intelligence analysis.</p>

