

**Sampa Partners** (“Sampa”) is a private equity firm specializing in the lower middle-market technology-enabled services, information services, and software solutions sectors. We focus on investments where we can support, in partnership with company management, the execution of operational and strategic initiatives that have the potential to transform a company’s market position, growth prospects and financial performance. For over 20 years, companies and executives have chosen to partner with Sampa’s principals to build their businesses because of our deep industry experience, strong network of business relationships and our proven track record of substantial shareholder value creation. Sampa Partners is privately owned by its principals, with offices in Austin, TX and San Francisco, CA.

## INVESTMENT PROFILE

### Company Characteristics

- *Industry sectors.* Tech-enabled business services, information services and software solutions sectors
- *Large addressable market:* potential for 8+% annual market growth and meaningful barriers to entry
- *Size.* Profitable businesses up to \$7 million of EBITDA; enterprise values of \$15 million to \$75 million
- *Solid Foundation.* Companies will typically offer a proven, scalable business model with high recurring revenue and have strengths in such areas as customer relationships, intellectual property or strategic partnerships
- *Underdeveloped Relative to Potential.* While possessing a solid foundation, target companies may also exhibit one or more of the following challenges:
  - Unfocused growth initiatives or lower than market growth
  - Suboptimal corporate scale or scope and correspondingly reduced profitability
  - Solid core management team, but potential opportunity for improvement

### Transaction Profile

- *Investment Size.* \$5 million to \$30 million of equity; larger transactions in partnership with other investors
- *Transactions.* Control-oriented buyout, late stage growth, recapitalization, and consolidation transactions
- *Horizon.* Long term, patient capital with a preference for longer investment lifecycles
- *Restrictions.* No venture capital opportunities, companies with significant technology risk, or turnarounds pursued.

### Value Proposition

We invest only where we can actively contribute to shareholder value creation. Our mission is to leverage our capabilities, in partnership with management’s strengths, to maximize a company’s growth potential and profitability. The Sampa Partners’ team brings to the relationship:

- Decades of operational and financial experience in all phases of the business lifecycle;
- Significant M&A and business integration experience;
- A strong culture of great people, technology expertise and customer satisfaction;
- An entrenched philosophy of significant performance incentives for management teams to align incentives; and
- Perhaps most importantly, a management friendly approach – we serve as active directors and coaches to company management.

## REPRESENTATIVE PAST INVESTMENTS BY FIRM PRINCIPALS



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