

## FIRM OVERVIEW

### BACKGROUND

Mason Wells is a highly experienced and active Midwest-based private equity firm that has raised over \$2.4 billion across five independent buyout funds, including Mason Wells Buyout Fund V, a \$767 million fund. Our longstanding approach to private equity revolves around the investment we make in people, the enduring partnerships we build with management teams, and the deep network of industry resources we provide.

Mason Wells focuses on two key aspects of every transaction:



#### THE MANAGEMENT TEAM

Mason Wells seeks to support founders, family owners and managers in the transition of ownership to help companies and owners realize their potential while preserving legacy and culture.



#### OPPORTUNITIES TO BUILD AND IMPROVE A BUSINESS

We work in partnership with experienced, entrepreneurial management teams to implement our disciplined and proven Value Creation System to create long term, sustainable value in companies.

### INVESTMENT CRITERIA

Mason Wells seeks to be the lead equity investor with control positions in companies that meet the following preferred criteria:

MIDWESTERN HEADQUARTERS	FINANCIAL SIZE	TARGETED INDUSTRIES	TYPES OF TRANSACTIONS
	<p><b>Company Revenue:</b> \$25 - \$300M</p> <p><b>EBITDA:</b> \$5 - \$30M</p> <p><b>Transaction Value:</b> \$25 - \$300M</p>	<ul style="list-style-type: none"> <li>• Consumer Packaged Goods</li> <li>• Engineered Products &amp; Services</li> <li>• Outsourced Business Services</li> <li>• Packaging Materials &amp; Converting</li> </ul>	<ul style="list-style-type: none"> <li>• Buyout of a Family-Owned Business</li> <li>• Owner Recapitalization</li> <li>• Buyout of a Non-Core Corporate Division</li> </ul>

### PROFESSIONALS

**Tom Smith** *Executive Managing Director*

**Kevin Kenealey** *Senior Managing Director*

**Greg Myers** *Senior Managing Director*

**Jay Radtke** *Senior Managing Director*

**Ben Holbrook** *Senior Managing Director*

**Chris Pummill** *Managing Director*

**Chris Markgraf** *Director*

**Damon Thome** *Director*

**Mike Wirth** *Director*

**Michael Graves** *Director*

**Dan Shanahan** *Vice President*

**Sam Hunter** *Senior Associate*

**Tyler Reinecke** *Senior Associate*

**Jacob Simons** *Associate*

**Sam Koehler** *Associate*

**Jeff Davidson** *Director of Research*

**Brady Walsh** *Business Development Manager*

## TARGETED INDUSTRIES & REPRESENTATIVE INVESTMENTS



### PACKAGING MATERIALS & CONVERTING

Non-commodity flexible or rigid packaging materials companies servicing any of the following markets:

- Food & Beverage
- Health & Beauty
- Pet Care
- Healthcare
- Regulatory/Compliance
- Warehouse/Logistics

**Industrial Labels Holdings Corp.** - *Ingleside, IL*



**IDENTCO International Company, LLC** - *Ingleside, IL*

- Manufactures durable labels for harsh environment asset tracking and custom printed applications.



**Reliance Label Solutions, LLC** - *Paola, KS*

- Manufactures industrial labels for hazardous chemical containers, warehouse management, and other asset tracking applications.



**KDV Labels, LLC** - *Waukesha, WI*

- Converter of labels for the beverage, food, household cleaning, and personal care markets.



**Radius Packaging** - *New Berlin, WI*

- Blow molder and injection molder of packaging for home care, food and specialty beverage, professional cleaning, nutrition and wellness, and pet care markets.



### CONSUMER PACKAGED GOODS

Companies producing, packaging, and marketing consumable packaged goods for any of the following markets:

- Prepared Food
- Beverage
- Functional Ingredients
- Personal Care
- Household Products



**Buffalo Games, LLC** - *Buffalo, NY*

- Designer and manufacturer of jigsaw puzzles and board games serving the retail and e-commerce channels.
- *Add-on Acquisitions:*
  - Ceaco, Inc. - Newton, MA
  - Edaron, Inc. - Holyoke, MA



**EastPoint Sports Ltd., LLC** - *Succasunna, NJ*

- Designer of branded & licensed indoor and outdoor home sporting goods.
- *Add-on Acquisition:*
  - Wild Sports - Westfield, IN



**King Juice Company, Inc.** - *Milwaukee, WI*

- Manufacturer of the Calypso brand of flavored lemonades and limeades.



**Onyx Brands, LLC** - *Bentonville, AR*

- Designer and manufacturer of branded personal care products serving the retail and e-commerce channels.



### OUTSOURCED BUSINESS SERVICES

Companies providing B2B services with differentiated, high-value solutions across a broad range of industries:

- Commercial, Industrial & Residential Services
- Environmental, Infrastructure & Utility Services
- Insurance Services
- Specialty Distribution
- Testing, Inspection, Compliance & Certification
- Transportation & Logistics



**Qualus Power Services** - *Cincinnati, OH*

- Provider of outsourced electrical power engineering, testing, maintenance, and related services to utility, industrial, and commercial clients.



**RJW Logistics Group, Inc.** - *Woodridge, IL*

- Provider of retail logistics for consumer packaged goods companies supplying traditional and e-commerce retailers.



**SWAT Group, Inc.,** - *Milwaukee, WI*

- Provider of radon mitigation system installation services to residential and commercial properties.



### ENGINEERED PRODUCTS & SERVICES

Companies that design and manufacture high value-added products focused on a variety of markets:

- Building Products
- Flow Control
- Foodservice Equipment
- Healthcare Products
- Specialty Chemicals
- Test & Measurement



**L.B. White Company, LLC** - *Onalaska, WI*

- Manufacturer of branded heating and cooling equipment and parts for the global swine, poultry, and construction markets.
- *Add-on Acquisition:*
  - Reeves Supply, Inc. - Franklin, GA
  - Rentquip USA Inc. - Buffalo, NY



**MGS Mfg. Group, Inc.** - *Germantown, WI*

- Supplier of injection molded plastic components, tooling, and equipment for healthcare, electronics, automotive, and consumer end markets.
- *Add-on Acquisitions:*
  - Molding facility from Jabil Inc. - Juarez, Mexico
  - Formteknik Group - Anderstorp, Sweden

**Structural Concepts** **Structural Concepts Corporation** - *Muskegon, MI*

- Manufacturer of branded temperature controlled merchandising equipment for foodservice and grocery markets.