

MASON WELLS

SUMMARY OVERVIEW

BACKGROUND

Mason Wells is a highly experienced and active Midwest-based private equity firm with over \$1.5 billion under management including Mason Wells Buyout Fund V, a \$767 million fund. Our approach to every relationship reflects our belief that three essential elements advance success in private equity investing: exceptional skill, rigorous discipline, and straight talk.

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

Company Revenue:
\$25 - \$300M

EBITDA:
\$5 - \$30M

Transaction Value:
\$25 - \$300M

TARGETED INDUSTRIES

- Consumer Packaged Goods
- Engineered Products & Services
- Outsourced Business Services
- Packaging Materials & Converting

TYPES OF TRANSACTIONS

- Buyout of a Family-Owned Business
- Owner Recapitalization
- Buyout of a Non-Core Corporate Division

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 Markgraf *Director*

Chris Pummill *Director*

Damon Thome *Director*

Mike Wirth *Director*

Michael Graves *Vice President*

Chris Lau *Vice President*

Dan Shanahan *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*



IDENCO 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.



Schoeneck Containers, Inc. - *New Berlin, WI*

- Blow molder and injection molder of packaging for food and beverage, cleaning and disinfecting wipes, pet care, and household products markets.



CONSUMER PACKAGED GOODS

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

- Beverage
- Food
- Ingredients
- Household
- Healthcare
- Personal Care



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

Business Process Outsourcing (BPO) and/or recurring revenue companies that utilize information technology to service a vertical market:

- Education
- Energy & Utilities
- Environmental/Facilities
- Financial Services
- Healthcare
- Logistics



Paragon Development Systems, Inc. - *Brookfield, WI*

- Provider of enterprise IT solutions for the healthcare, government, education, and corporate markets.
- *Add-on Acquisition:*
 - Works Computing, Inc. - Bloomington, MN



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.

Soil, Water, and Air Technologies



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



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 Corporation - *Muskegon, MI*

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