



## *Thesis-driven investment strategy focused on buy-and-build opportunities*

### Exceptional Sourcing Capabilities

- Team-oriented, omni-channel deal origination approach leverages (1) each team member's access to unique eco-systems and intermediary networks, (2) experience with digital marketing, (3) established relationship-oriented origination, and (4) our unique value proposition to generate exceptional deal flow.

### Distinctive Investment Strategy

- Thesis-driven investment strategy focused on buy-and-build opportunities that combines the creativity of being an independent sponsor with the resources and competitive advantages of a committed fund.

### Unique Value Creation Approach

- Traditional private equity value creation approach is supplemented by a tech-enablement and digital optimization focus based on the principals' prior operating and investment experience to scale businesses and improve profitability.

### Experienced Team Working Together for Over 10 years

- The team has worked together since 2012 with Justin and Cyle presenting deals to Gerson. Prior to Ceiba, as a team, they submitted nearly 20 letters of intent, secured exclusivity on 12, and closed on 6 as part of a buy-and-build strategy in the home health space.

## Target Sectors and Criteria

### Business Services

#### Select sub-sectors

- Legal services
- Logistics
- Advisory/Engineering

### Healthcare Services

#### Select sub-sectors

- Elderly care and services
- Mental/behavioral health
- Revenue cycle management, staffing, and other support services

### Specialty Manufacturing

#### Select sub-sectors

- Prototyping
- Short-run/medium-run production focused models
- Value-added manufacturing – design and engineering focused

### Enthusiast End-Markets

#### Select sub-sectors

- Passion-driven products and services
- Professional/semi-professional end-markets
- Self-identification products and services

### Transaction Types

**We focus on opportunities where the seller and/or management team are looking for the right capital partner**

- Control equity acquisitions
- Management buyouts
- Executive-led
- Independent sponsors
- Opportunistic investments in non-control positions

### Financial Profile

**Platform companies that have the following targeted financial characteristics:**

- \$3.0M to \$15.0M FCF
- Strong revenue visibility, with limited customer concentration
- 30.0%+ Gross Profit Margin
- 10.0%+ EBITDA Margin
- Asset light, scalable, and relatively non-cyclical with a history of revenue growth

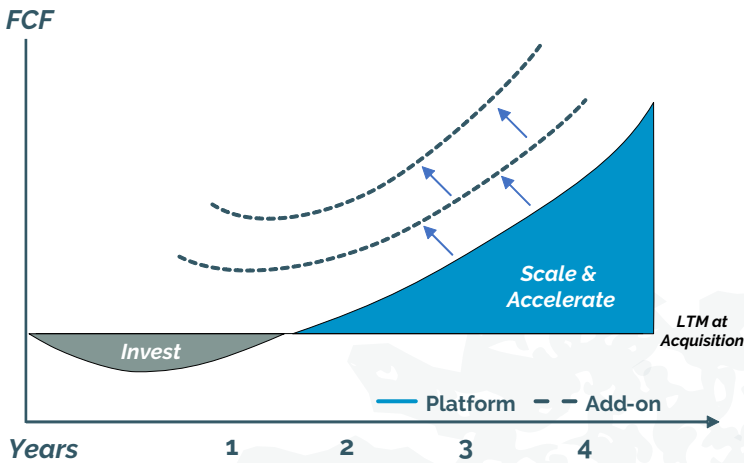
### Target Characteristics

**We focus on companies where we can help management drive value creation both organically and through add-on acquisitions**

- Succession stories
- Founder-led/Family-owned
- Low transition risk
- Consolidation plays
- Identifiable value creation levers
- US/Canada-based businesses

## Equity value creation through tech-enablement and digital optimization

### Exclusive Focus on Buy-and-Build Opportunities



#### Target Technology/Digital Laggards

- Opportunities to improve operational efficiency and effectiveness
- Position companies to adapt and innovate
- Business models that are e-commerce / digital marketing stragglers
- Companies that can better utilize technology to target and reach customers

### Value Creation Playbook



#### Systems & Technology

Implement off-the-shelf technologies to improve operational efficiency and effectiveness



#### People

Build out the C-suite, management leadership, and the organization to create and sustain a winning culture of success



#### Cost Management

Apply financial discipline with a mindset focused on constant productivity improvement



#### Digital Optimization

Implement tools and strategies to better target, reach, and serve customers

### Team



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