



## Business Services Industry Expertise

LaSalle Capital is a leading private equity firm with extensive experience in the lower middle market. We currently manage two funds totaling over \$345 million in capital. We have a proven track record of partnering with management teams to increase value in the business services companies through a strategic operating focus to improve profitability while driving growth organically and through acquisitions.



## Investment Criteria

- Strong, defensible market position
- Recurring revenue / long-term service contracts
- High customer retention
- Organic growth potential / stable earnings history
- Scalable and 'high-touch' service-oriented model / low capital intensity
- Utilization of technology to enhance or expand service offering
- Revenues of \$20 to \$100 million
- EBITDA over \$3 million

## Our experience areas

- BPaaS / tech-enabled BPO
- Payments / fintech
- Revenue cycle management
- Data / content management services
- Testing and inspection services
- Facilities services

## Investment Objectives

- Increase enterprise value by growing revenue and EBITDA
- Employ industry best practices
- Provide follow-on capital for growth
- Accelerate growth through the execution of add-on acquisitions

## Operational approach

- Sharing operational experience and resources
- Identifying and mitigating business risks
- Leveraging industry contacts
- Alignment of interests through equity participation

Representative Business Services Investments



National Gift Card  
Acquired July 2018

Prepaid Payments Solutions

- Leading provider of prepaid gift cards for incentive, rewards and loyalty programs
- Capable of individually distributing digital and physical gift cards of 500+ retailers
- Building out technology capabilities and expanding service offerings to accelerate growth
- Seeking add-on acquisitions



BROWN & JOSEPH

Brown & Joseph  
Acquired March 2018

Accounts Receivable Management

- Focus on the insurance industry
- Specializes in B2B third-party collection services, first-party collection services and insurance premium audits
- Building out sales force and technology infrastructure to accelerate growth
- Seeking add-on acquisitions



Gen3 Marketing  
Acquired December 2017  
Digital Marketing Agency

- Leading affiliate marketing agency
- Optimizes advertisers' positioning on third-party websites
- Other services include pay-per-click, search engine optimization and social media
- Creating clear leader in the affiliate marketing industry by expanding sales function and team, executing tuck-in acquisitions



Processing.com  
Acquired June 2016

Payment Processing Services

- Provides payment processing services for e-commerce merchants in multiple currencies
- Focus on high-yield opportunities
- Provides unique acquiring bank partnerships and merchant tools
- Investing in technology and sales resources to support expansion of the business



Avtex  
Acquired June 2014 (2018 exit)  
Integrated Tech Solutions

- CX industry thought leader
- Technology-based solutions to improve customer interactions
- A national provider of integrated contact center and customer experience (CX) solutions
- Broadened service offerings and optimized operational efficiency
- Sold to Norwest Equity Partners in 2018



MetaSource  
Acquired November 2013  
Business Process Outsourcing

- Technology-enabled business process outsourcing (BPO) services with a focus on the financial services industry
- Expanding service offerings to penetrate key verticals and rolling out SaaS-based workflow management solution
- Seeking add-on acquisitions



Eclipse Advantage  
Acquired June 2012  
Warehouse Labor Services

- Specialty warehouse labor services for foodservice and grocery distribution centers
- Supplemented management team to position the company for growth
- Investing in new tech to support domestic and Canadian expansion
- Expanding services to further penetrate distribution centers



United American Security  
Acquired April 2010 (2018 exit)  
Industrial Facility Security

- Security guard services for industrial, distribution and commercial office clients
- Merged three companies under new management team
- Executed a buy-and-build strategy to form a super-regional leader
- Sold to Garda World Security Corporation in 2018



RECEIVABLES  
MANAGEMENT  
PARTNERS

Receivables Management Partners  
Acquired May 2007 (2012 exit)  
Revenue Cycle Management

- Leading accounts receivable management company to the healthcare industry
- Expanded service offerings with a focus on client service compliance
- Executed a Midwest-focused buy-and-build strategy, completed five add-on acquisitions
- Sold to Thompson Street Capital Partners in 2012