

PERMANENT

EQUITY

HOW WE INVEST

SITUATIONS	<p>PERMANENT EQUITY invests in companies that care what happens next. Owners may be seeking:</p> <p>Growth Partnership: Seeking a partner and partial liquidity, but plan to stay actively involved and aim to grow the business</p> <p>Legacy Buyout: Seeking to transition out of the business with minimal disruption to the team, culture, customers, and community</p>	
LOCATION	Headquartered in North America	
CRITERIA	<p>In Growth Partnerships: \$5-75M in Net Revenue \$1-15M in Net Earnings 3+ Years of Operations Double-Digit Operating Margins Double-Digit Organic Growth Rate</p>	<p>In Legacy Buyouts: \$10-250M in Net Revenue \$3-25M in Net Earnings 10+ Years of Operations Double-Digit Operating Margins \$25M or more in 10-Year Cumulative Earnings</p>
APPROACH	<p>Permanent Equity invests with no intention of selling, using 30-year funds and avoiding outside debt. With the first rule being Do No Harm, each deal is designed to prioritize what works best for the owners, team, and customers.</p>	

HOW WE HELP

INVOLVEMENT	<p>Support growth without goals, and otherwise do no harm. We trust the niche expertise to the experts in the business, but try to be helpful on structures, processes, and access to talent as operational needs arise.</p> <p>The most common areas of active involvement include finance, legal, technology, marketing & lead generation, and recruiting and human resources needs.</p>
LEADERSHIP	<p>Partner with leadership, and build ties through Operating Partner and Financial Partner. Day-to-day operations are still entrusted to company leadership, as they were prior to our involvement. Each organization has an OP and FP at Permanent Equity who act as active extensions of the operating leadership team at the firm, calling upon resources and staying up-to-date on the company's needs.</p> <p>If leadership is immediately retiring as part of the transaction, promotion and/or recruitment will be an active part of the transaction.</p>
REINVESTMENT	<p>With a long-term investment focus, reinvestment matters. Where the operating team confidently identifies opportunities for reinvestment, we expect to invest accordingly.</p>
GROWTH	<p>Growing without goals means we aim to grow in ways that are sustainable and positively impact the bottom line, while maintaining a competitive position to be responsive to unanticipated opportunities and market changes.</p>