



River Associates

INVESTMENTS WITH MANAGEMENT

River Associates is a time tested private equity partner for management teams of niche lower middle-market companies in the United States and Canada.

OUR PHILOSOPHY

Founded in 1989, River Associates has built a reputation for integrity and acumen with all our constituencies, including limited partners, investment referral sources, senior & mezzanine debt partners, and portfolio company management teams. Our “Investments with Management” philosophy effectively captures the spirit of partnership, respect, and trust which guides our actions in all aspects of business.

WHO WE ARE



INVESTMENT HISTORY

130+ investments and 100+ realizations over the last 35+ years



STRONG REPUTATION

Nearly four decades of building relationships and references



EXCLUSIVE FOCUS

A limited number of niche LMM opportunities are undertaken annually



SENIOR-LEVEL ATTENTION

Five partners with 150 years of combined tenure at River



VALUE CREATION

Transform entrepreneurial businesses into larger sophisticated platforms



CAPITAL ACCESS

River VIII, LP has \$345 million in committed capital

INVESTMENT CRITERIA

INDUSTRIES

Manufacturing,
Distribution,
Industrial Services,
Business Services

\$3 - \$12 MILLION

EBITDA for
platform companies;
smaller add-on
acquisitions

PREFERENCE FOR

Management led buyout
and family succession
transaction

GEOGRAPHIC FOCUS

United States
and Canada

Mark Jones
Partner
mjones@riverassociates.com

Kirby Poindexter
Vice President
kpindexter@riverassociates.com

633 Chestnut Street Suite 1640
Chattanooga, TN 37450
www.riverassociates.com



Caster Connection - Provider of industrial casters and other related components serving material handling applications across a variety of end-markets.
www.casterconnection.com



Diamond Wipes - Contract manufacturer of disposable wet wipes and liquid-filled personal care products serving brands, retailers, and distributors.
www.diamondwipes.com



Dollamur - Manufacturer and supplier of branded mats and other surfaces serving a variety of sports markets, including wrestling, martial arts, gymnastics, and cheerleading.
www.dollamur.com



Horsepower Automotive Group - Portfolio of aftermarket brands that design, manufacture, and distribute performance parts and accessories used in off-road, overlanding, and adventure vehicle applications.
www.horsepowerautomotivegroup.com



Hoskin Scientific - Distributor of essential test, measurement and monitoring equipment serving the environmental, geotechnical and processing markets throughout Canada.
www.hoskin.ca



ID Label - Manufacturer of variable information barcode labels, asset tags and warehouse solutions for 3PLs and multi-site manufacturers.
www.idlabelinc.com



JBC Technologies - Provider of custom engineered die cut and non-metallic fabricated solutions to manufacturers worldwide.
www.jbc-tech.com



Minerva - Designer and supplier of equipment and furnishings for the beauty and health & wellness industries.
www.minervabeauty.com



The Slingmax Group - Designer and manufacturer of high-performance synthetic rope and rope systems for critical, high cost-of-failure applications.
www.slingmax.com



Trident Solutions - Manufacturer and provider of safety marking products for industrial and commercial end markets.
www.tridentproducts.com



The Rubber Group - Manufacturer and distributor of custom compression and injected molded rubber products.
www.rubber-group.com

WORKING WITH RIVER ASSOCIATES^(a)

“What set River apart from other groups? It was their openness. There was no pretense about them. They didn't try to impress us with how much they knew; they were very open and transparent.”

Bud Shear
CEO
Industrial Magnetics (IMI)

“River only pursues opportunities where they have sincere, firm wide interest. They show up well prepared for meetings and appreciate the importance of building interpersonal relationships. Their culture is clearly unique and management teams naturally gravitate to them.”

Melanie Yermack
Managing Director
Mesirow

“River Associates' collaborative approach helped us refine our strategy and strengthen our brand in the markets we serve while preserving our unique company culture and core values.”

Jason Weaver
President & CEO
Weaver Leather

“It is rare to find a financial sponsor with an over 35-year tenure that is focused on the lower middle market. This level of experience, as well as River's humble demeanor, is quite impressive to management teams. When River is interested in an opportunity, they make it clear to all parties and will move quickly to closing.”

Chrisanne Corbett
Managing Director
KPMG Corporate Finance

(a) All endorsements are from non-investors and uncompensated; no conflicts exist.

GENERAL DISCLAIMER

River Associates Investments, LP (River) is a private equity firm that works with management teams in companies where opportunities exist to grow revenues and maintain and enhance profitability internally as well as through acquisitions. This document is intended to provide our potential portfolio companies and management partners with information about how we may be able to partner together to help businesses.

This document is not directed at prospective investors in any jurisdiction. The information in this document does not constitute the provision of investment, tax, legal or other professional advice. Prospective investors should not rely on any of this information to make any investment decision and should, in consultation with their professional advisors, review only formal offering materials in connection with any investment. The information provided in this document, including information regarding River, and current and historical portfolio companies, is not intended to recommend any company or investment described herein and nothing in this document should be considered an offer of securities or the solicitation of an offer to acquire securities in any vehicle managed by us or in any other issuer.

This document does not purport to represent a comprehensive discussion of all material matters, and we make no representation that the information or opinions contained in the document are accurate, reliable or complete.

Certain information in this document may contain forward-looking statements, which are subject to risks and uncertainties and speak only as of the date on which they are made. Statements contained in this report, including, without limitation, statements containing the words “believe,” “are of the opinion,” “anticipate,” “estimate,” “expect,” “project,” “plan,” and words of similar import, constitute “forward-looking statements.” Forward-looking statements are necessarily based upon certain estimates, assumptions, and are no guarantee of future performance. Any assumptions should not be construed to be indicative of the actual events which will occur. Actual events are difficult to predict and may depend upon factors that are beyond River Associates’ control. Certain assumptions have been made to simplify the presentation and accordingly, actual results may differ, perhaps materially, from those presented. Some important factors which could cause actual results to differ materially from those in any forward-looking statements include, among others, the following: financial, market, economic or legal conditions.

Past performance is not indicative of future results. No representation is made that any investment or transaction will or is likely to have similar results or that significant losses will be avoided.