



Investing In the Business and Consumer Services Platforms of Tomorrow

We are unconventional for those seeking a different approach

Management / Operating Partner Benefits

LASER-FOCUSED ON SERVICES SECTOR

- We have 25 years of intimate familiarity with services business models
- Our deep networks and resources are here to support you
- We know what it means to focus on “people, process and technology”

INDIVIDUAL DEAL INVESTMENT STRUCTURE

- We only invest in and focus on your company; not a portfolio approach like traditional P/E
- We capitalize each investment to fit your fact pattern

ECONOMIC ALIGNMENT

- You are an economic partner with us and should benefit from our collective efforts; traditional P/E offers little relative upside
- We have seen the movie Office Space - we can assure you we don’t have an army of “kids” asking you for TPS reports

FLEXIBLE HOLD PERIOD AND STRUCTURE

- Great businesses are built without artificial timelines – we don’t have artificial timelines to manage
- We are flexible on majority or minority equity investments – we can tailor our capital to meet your specific needs

OPERATE, NOT ENGINEER

- We over-invest in our companies. We like to pour a strong foundation before we pick out the furniture
- We give you the freedom to operate without the worry of excess leverage or financial engineering mechanisms
- We appropriately capitalize investments on day 1 and have access to capital to pursue organic and inorganic growth

FIRM OVERVIEW

CEP is an investment platform for the services economy

Our Investment Criteria

Key Sectors	Commercial Services	Residential Services	Professional Services	Youth Sports Services
Selected Sub-Sectors	<ul style="list-style-type: none"> • Infrastructure (industrial, municipal, transportation, water) • Utility and telecom (gas, electric, substation, vegetation mgmt.) • Environmental (remediation, industrial cleaning, TICC) • Engineering & construction • Janitorial, mechanical, security 	<ul style="list-style-type: none"> • Pest control • HVAC / plumbing / electrical • Pool maintenance • Restoration services • Roofing, siding, windows, garage • Tree, shrub, lawn care • Property management 	<ul style="list-style-type: none"> • Contingent staffing / EOR / AOR / PEOs • Certification & training • Accounting firms • Outsourced CFO services • Registered agent / corporate services • Transaction support / QofE 	<ul style="list-style-type: none"> • Sports program management • Location-based sports training • Training products and services

Target Size

Initial Platform Investment

- **Revenue:** \$5 - \$100 million
- **EBITDA:** \$2- \$20 million

Ownership & Management

- Flexible on majority or minority equity investments
- Partner with existing management or facilitate transition
- Prefer to be first institutional investor
- Headquarters in the U.S. or Canada

Transaction Types

- Founder / shareholder transition events
- Owner or management-led buyouts
- Recapitalizations
- Corporate partnerships

FIRM OVERVIEW

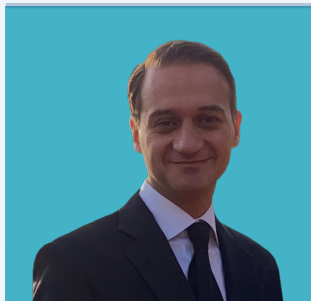
We built a firm that we would want to partner with

We seek to be the partner of choice for management teams that are at an inflection point and looking for a thoughtful partner to accelerate growth and drive long-term value

- Our **primary mission is to partner** with like-minded owners and management teams to build great companies. We enjoy developing relationships with owners and management teams and collaborating on creating their futures. We know that building great companies begins and ends **with great management**
- Our 25 years in the Services sector has given us **deep domain expertise and a proven track-record**. We have evaluated hundreds of companies and business models, counseled countless management teams and have had a “courtside” seat to various industry trends. We come into every situation with an appreciation of what it means to operate in the Services economy
- **We have an operator’s mindset**. Our executive partners have operating experiences as Division Presidents, CEOs and Board Chairs in private and publicly traded companies. We know the issues facing owners and CEOs and are comfortable rolling up our sleeves and utilizing our expertise to help solve problems and grow business
- **Profitable growth is** an important driver of financial returns and **where we focus our attention**. We believe growth in a service company requires a strong commitment to employees, an intense focus on the delivering a superior customer experience, a solid plan defining future success, and a drive to execute and continuously improve
- We seek to provide **equity ownership** opportunities deep into an organization. We’ve seen broad-based employee ownership **create meaningful wealth-building opportunities** for employees, uplift families, reinvigorate corporate cultures, and improve business performance. Providing all employees with a stake in the value they help create is not just better business and smarter investing, it’s also the right thing to do

FIRM OVERVIEW

Courtside Equity Partners Founder



Ali Azim
Founder, Managing Partner

- Former North American Head of Goldman Sachs’ Global Business Services Group, where he was responsible for coverage of public, private, and family-owned companies across the Services sector
- Sector coverage included commercial services, residential services, human capital management, professional services / consulting, ITO / BPO, legal and compliance, inspection and testing and utility services
- Advised on over 300+ transactions with a deal value of \$200BN+ across buy-side and sell-side mergers and acquisitions, corporate divestitures, leveraged buyouts, initial public offerings, debt financings, and shareholder activism defence
- Deep relationships with hundreds of public and private companies, board members, senior executives, private equity firms, and professional advisors
- Ali earned a BS in Finance from Indiana University in 2000 and serves on the Board of Directors and Executive Committee of The Heartland Alliance

Key Highlights

<p>25 years experience</p>	<p>300+ transactions</p>	<p>\$200bn+ deal value</p>
<p>Goldman Sachs CREDIT SUISSE Donaldson, Lufkin & Jenrette*</p> <p>Prior firm experience</p>	<p>50+ Equity sources</p>	<p>100+ Senior executive relationships</p>

Why should you partner with CEP?

CEP aims to partner with management teams to drive transformational growth to create sustainable value



Deep industry experience – we have lived in your shoes and know virtually every Services business model and the opportunities and challenges across the broader industry



Large-firm resources combined with an entrepreneurial mindset and a humble approach to everything – **“Every Interaction Matters”**



Flexible investment mandate with no artificial time constraints. We build enduring and durable business the right way and are unencumbered by typical PE fund dynamics



Align goals and objectives upfront and drive equity ownership deep into organizations. Everyone should **act like an owner** and be rewarded for the equity upside



Aggressively pursue profitable growth (and not financial engineering) through a disciplined approach aligned with a longer-term strategic vision to drive returns