

Mountaingate Capital is a Colorado-based, growth-focused private equity investment firm that partners with founders and entrepreneurial companies to accelerate growth and build industry leaders. We partner with management to achieve transformational growth — scaling and expanding capabilities, services, technologies, and geographies to create more value for the end customer.

## SECTORS



### Value-Add Specialty Distribution

- Specialty/non-commodity, services orientation
- Aftermarket parts/supplies
- Kitting, assembly, supply chain services
- Industrial
- Foodservice



### Business & Industrial Services

- B2B Services across various industries
- Outsourced non-core business services/processes
- Maintenance, repair, refurbishment services
- Safety, security, industrial, utility, environmental services
- Testing, measurement, inspection, certification



### Tech-Enabled, Data-Driven Digital Marketing

- Digital agency, media and communication services
- Analytics, insights, CRM, loyalty
- Data services, direct and performance marketing
- Marketing technology implementations, strategy consulting, CXM/UX
- Marketing automation, content development and management



### Higher-Margin Specialty Manufacturing

- High-margin contract manufacturing
- Medical device (particularly single use) and accessories
- Power, connectivity, process controls, industrial automation
- Engineered industrial components/solutions
- Niche, specialty use products (lighting, sound, etc.)

## INVESTMENT CRITERIA

### Platforms

EBITDA ranging from \$5-\$25 million; history of strong free cash flow; proven management; ability for our buy-and-build strategy to add discernible value to the end customer

### Add-Ons

EBITDA of any size; strategic fit; enhanced products, services, capabilities, supply chain management, geographic coverage, or ability to offer other definable improvements to customers' businesses

## CURRENT

### Marketing Services



**Acceleration Partners** is the pioneer in Affiliate Marketing partnering with firms globally.



**Anteriad** is the leading provider of B2B marketing solutions for blue-chip brands including IBM, Microsoft, and Cisco.



**Bold Orange** is a customer experience agency, modernizing loyalty, CRM and digital experiences for both consumer and business-to-business brands.



**Bond** is a leading digital marketing agency that generates growth for clients by creating enduring relationships between people and brands based on intelligent connections and engaging experiences.



**Ignite Visibility** is an award-winning digital marketing agency with a broad range of services across search engine optimization, paid media execution, social media marketing, email marketing and more.



**Mars United Commerce** is a leading, technology-enabled commerce marketing company, dedicated to driving shopper conversion and retail intelligence for global brands and retailers.



**Relevate Health Group** is a leading provider of data & analytics-driven healthcare marketing products and services for pharmaceutical and life sciences companies.



**WTWH Media** is an award-winning, digital-first B2B media and marketing company that connects brand marketers with targeted, hard-to-reach audiences of executives and practitioners.

### Business Services



**RaiseRight** is the national leader in fundraising products and non-profit services that seamlessly connect brands to local communities.

### Specialty Manufacturing



**Bravida Medical** is redefining what's possible in wound care and infection prevention, with a portfolio of transformative products and technologies that are clinically proven to deliver uncompromising freedom and protection.



**Damotech** is a rack and safety specialist in North America, providing engineering services and rack safety & protection products.



**Inventus Power** is the industry's leading provider of fully integrated, custom engineered rechargeable power systems.

## REALIZED

### Marketing Services



**Ansira** is a leading data-driven results marketing agency that arms brands and their partners with marketing solutions to design relevant, persuasive experiences for every moment that matters.



**Aspen Marketing Services** is an integrated direct and digital marketing services company with an advanced predictive analytics practice.



**Bounteous** delivers comprehensive strategy, customer experience, engineering, eCommerce, analytics, and digital marketing solutions to leading Fortune 1000 companies.



**Olson** is a full-service digital advertising and marketing agency with industry leading digital, CRM/loyalty, social media and public relations practices.



**Tinuiti** is a performance-driven digital marketing agency offering a broad range of services, including Paid Search, SEO, Shopping & Feed, Performance Display, Paid Social, Conversion Rate Optimization and Insight & Analytics.



**W2O** is an integrated marketing communications firm offering analytics and market research driven public relations ("PR")/communications, and digital and social

### Specialty Distribution



**Diversified Foodservice Supply** is a leading distributor of maintenance, repair and operation ("MRO") parts, supplies and equipment to the foodservice industry.



**PetroChoice** is a leading value added, regional distributor of petroleum based lubricant products.



**Avizent** was formed to acquire regional third party administrators serving the self-insured and high-deductible workers' compensation market.



**Convergint Technologies** is an industry-leading organization that designs, installs, and services integrated building systems including electronic security, fire alarm, and life safety.



**Imagine Software** is the leading provider of billing automation software and revenue cycle management applications. Offering powerful technology solutions for medical billing.



**Revunit** is a leading digital consultancy that provides innovative technology solutions for enterprise clients centered around helping clients reimagine their supply chain systems.

### Specialty Manufacturing



**Vention Medical** is a global integrated solutions provider to the medical device industry with more than 30 years of experience in design, engineering and manufacturing of complex medical devices and components.



**CIVCO** is a global leader in the design, manufacture and marketing of specialized accessories, equipment and supplies that complement ultrasound.



**Accellent** is a market-leading provider of outsourced precision manufacturing and engineering services to the medical device industry.



**TerraMarc Industries** is a manufacturer of specialty agricultural equipment including planters, harvesters and handling equipment, as well as outdoor power equipment.



**Modtech** (the acquirer of SPI Manufacturing, Inc.), is one of the leading modular building designers and manufacturers in the United States.