

# Primus Capital – Overview

Trusted Partner for Growth Companies

# PRIMUS

Founded in 1983 and with offices in Cleveland and Atlanta, Primus Capital (“Primus”) is a growth-oriented private equity firm focused on investing in leading technology companies. We are currently managing Primus Capital Fund VIII, a \$540 million vehicle, building on a long history of successful investing. We look to partner with exceptional management teams to accelerate growth and create shareholder value by applying our industry knowledge, financial resources, and investment experience.

We take a flexible investment approach, seeking to create value-added engagements in growth-oriented software and technology-enabled services companies with a specific focus in healthcare IT, healthcare services, financial technology, marketing technology, education technology, human capital management, IT infrastructure, and data / information security.

## Primus Overview

### Growth Focused In Lower Middle Market

- Flexible transaction types including minority investments
- Investment amount: \$15 - \$100 million, larger amounts with LP co-invest
- Established businesses generally having more than \$10 million of revenue
- Minimum 10% revenue growth – median portfolio generating ~25% revenue growth
- High-quality business models with: recurring revenue, high gross margins, low customer churn

### Sector Specialization

- Provides insight into industry trends
- An ability to quickly comprehend a company’s market position and opportunity
- Allows access to an industry-focused network and resources to grow companies post-investment
- Provides thought leadership and collaboration with the founder/CEO

### Adding Value Post-Investment

- Working with management to develop a detailed value creation and exit plan
- Building the company foundation through investments in high-ROI projects across sales, marketing, and product development
- Leveraging the Primus network for operating, financial, and cross-portfolio relationships

## Current and Former Primus Portfolio Companies



28601 Chagrin Blvd., Suite 525, Woodmere, OH 44122 ▪ 3353 Peachtree Rd. N.E., Suite 510, Atlanta, GA 30326 ▪ [www.primuscapital.com](http://www.primuscapital.com)

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# Primus Capital – FinTech Overview

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- Financial Technology is a sector of specific focus for Primus with a track record of successful investments, including Hyperwallet, Cardinal Commerce, G2 Web Services, TaxWise, Proxibid, PaySpan and Top of Mind Networks, among others
- Focused on all segments of Financial Technology including payments, banking, capital markets, compliance / risk management, financial management, insurance and lending

## Selected Financial Technology Investment Experience



- Based in Mentor, OH
- Digital commerce and payment authentication technology

- Refined the go-to-market strategy and increased sales and marketing resources
- Made four new hires reporting to the CEO to strengthen the management team
- Minority investment in founder-owned and operated company
- Successfully litigated the multi-year defense of a foundational patent portfolio
- Acquired by Visa (NYSE: V)



- Based in Vancouver, BC
- Global outbound payments technology solutions

- Expanded outside core direct selling customer end market
- Established US presence with offices in Austin and San Francisco
- Obtained all relevant domestic & international money transmission licenses
- Entirely new management team recruited: CEO, CFO, CTO, CLO and VP Sales
- Majority investment in founder-owned and operated company
- Acquired by Paypal (NASDAQ: PYPL)

## Primus Financial Technology Leadership

**Ron Hess, Managing Director**  
*rhess@primuscapital.com*  
 Phone: 440.684.7345

- 12 years of private equity experience
- Current Board(s): Top of Mind Networks, fusionZONE Automotive and Proxibid
- Previous Boards include Cardinal Commerce, Hyperwallet, G2 Web Services, Certona and Vendormate

**Bruce Crabtree, Vice President**  
*bcrabtree@primuscapital.com*  
 Phone: 404.671.9131

- 4 years of private equity experience
- Current Board(s): BizLibrary

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