

Primus Capital – Overview

Trusted Partner for Growth Companies



Founded in 1984 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 companies across our three industry sectors: healthcare, software and technology-enabled services.

Primus Overview

<i>Growth Focused In Lower Middle Market</i>	<i>Sector Specialization</i>	<i>Adding Value Post-Investment</i>
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • 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



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