

Primus Capital – Overview

Trusted Partner for Growth Companies

PRIMUS

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 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

<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



28601 Chagrin Blvd., Suite 525, Woodmere, OH 44122 ▪ 3353 Peachtree Rd. N.E., Suite 510, Atlanta, GA 30326 ▪ www.primuscapital.com

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Primus Capital – Healthcare IT Overview

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- Healthcare IT is a priority focus area for Primus; we have a track record of investments across several domains within healthcare IT, including seven active portfolio companies

Current Investments

	Complex claims processing
	Health data storage and management
	Compliance and revenue integrity
	Cost and quality transparency
	Hospital EMR
	Healthcare payments
	Hospital strategy and growth solutions

Exited Investments

	Post-acute EMR, sold to MatrixCare
	Medication management, recap to Nautic Partners
	Clinical trials management, sold to Advarra
	Vendor relationship management, sold to GHX
	Patient access, sold to Experian
	Patient engagement, sold to Wolters Kluwer

Primus Healthcare IT Leadership

Phil Molner, Managing Partner
 pmolner@primuscapital.com

Chris Welch, Director
 cwelch@primuscapital.com

Danny Carpenter, Vice President
 dcarpenter@primuscapital.com

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