

## Scaling Successfully

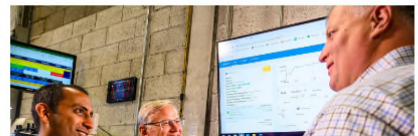
Heading up the mountain to new heights is both exciting and challenging. At Rotunda, we seek firms that have a great value proposition and teams that get excited about a bold vision for growth. We believe we can accelerate their ascent by complementing the company with resources, data, analytics and proven approaches to managing scale and creating value. When done correctly, the combination of your industry knowledge and our experience and enthusiasm for helping scale family-founder owned firms is powerful. Don't take it from us, ask our management teams why we are different.

Any expedition, from climbing Mt. Kilimanjaro to tripling the size of your business, can be an arduous process. Unexpected events will inevitably happen. However, it is always rewarding when you reach the summit and look back at the trail. Rotunda is personally invested and professionally dedicated to be by your side, solving problems, and pushing together for a successful journey. This is the fun part to us!

Life is short, and we should enjoy the journey. Cultural fit and alignment of vision are important to successfully reach our destination. We run our firm based on partnership, integrity and transparency, and are proud of our successful track record of helping companies achieve their true potential.

### WHERE WE THRIVE

Rotunda specializes in lower-middle market companies focused on distribution, logistics, financial services or industrial and business services. We look for management teams seeking a partner to help grow their business.





### APPROACH

At Rotunda, we build value around people, process, technology and data. We think long-term. That means we don't hesitate to sacrifice short-term profitability to make lasting improvements.

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### STRATEGY

Every deal is guided by a customized journey map, which we develop with the portfolio company's management team. We make a plan and stick with it.

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### LEADERSHIP

Our team does not guess, we must know. When we need to find answers, you can find us on the shop floor burning midnight oil. Learn more about our seasoned team.

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## What's the route to the summit?

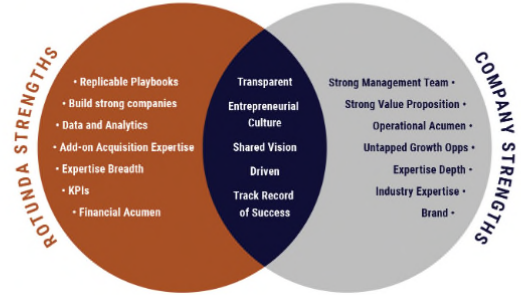
Real growth requires investment, strategic vision and tenacity. We believe in building our journey map together and then driving sustained execution not short-term knee jerk reactions. That's why we're not afraid to occasionally go backwards and build infrastructure to ultimately forge a stronger, customer-focused value proposition.

The Rotunda Performance System (our value creation approach) is centered around people, process, technology, and data. Rotunda has a long history of investing in fundamentally-sound companies and working together with the management teams to make enduring, deep changes.

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### RECIPE FOR SUCCESSFUL GROWTH

Rotunda Strengths + Shared Values + Company Strengths



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