

## FIRM OVERVIEW

### BACKGROUND

Founded in 1998, Mason Wells is a highly experienced and active Midwest-based private equity firm that has raised over \$2.4 billion across five independent buyout funds, including Mason Wells Buyout Fund V, a \$767 million fund raised in 2021. Our long-standing approach to private equity revolves around the investment we make in people, the enduring partnerships we build with management teams, and the deep network of industry resources we provide.

Mason Wells focuses on two key aspects of every transaction:



#### THE MANAGEMENT TEAM

Mason Wells seeks to support founders, family owners and managers in the transition of ownership to help companies and owners realize their potential while preserving legacy and culture.



#### OPPORTUNITIES TO BUILD AND IMPROVE A BUSINESS

We work in partnership with experienced, entrepreneurial management teams to implement our disciplined and proven Value Creation System to create long term, sustainable value in companies.

### INVESTMENT CRITERIA

Mason Wells seeks to be the lead equity investor with control positions in companies that meet the following preferred criteria:

MIDWESTERN HEADQUARTERS	FINANCIAL SIZE	TARGETED INDUSTRIES	TYPES OF TRANSACTIONS
	<p><b>Company Revenue:</b> \$25 - \$300M</p> <p><b>EBITDA:</b> \$5 - \$30M</p> <p><b>Transaction Value:</b> \$25 - \$300M</p>	<ul style="list-style-type: none"> <li>• Consumer Packaged Goods</li> <li>• Engineered Products &amp; Services</li> <li>• Outsourced Business Services</li> <li>• Packaging Materials &amp; Converting</li> </ul>	<ul style="list-style-type: none"> <li>• Buyout of a Family-Owned Business</li> <li>• Owner Recapitalization</li> <li>• Buyout of a Non-Core Corporate Division</li> </ul>

### PROFESSIONALS

**Tom Smith** *Chairman*

**Jay Radtke** *Executive Managing Director*

**Greg Myers** *Senior Managing Director*

**Kevin Kenealey** *Senior Managing Director*

**Ben Holbrook** *Senior Managing Director*

**Jim Domach** *Chief Financial Officer*

**Chris Markgraf** *Managing Director*

**Chris Pummill** *Managing Director*

**Damon Thome** *Managing Director*

**Michael Graves** *Director*

**Dan Shanahan** *Director*

**Jacob Simons** *Vice President*

**Sam Hunter** *Senior Associate*

**Tyler Reinecke** *Senior Associate*

**Drew Kneisel** *Associate*

**Brady Walsh** *Business Development Manager*

**Jeff Davidson** *Managing Director of Research*

## TARGETED INDUSTRIES & REPRESENTATIVE INVESTMENTS



### PACKAGING MATERIALS & CONVERTING

Non-commodity packaging materials companies servicing any of the following markets:

- Food & Beverage
- Health & Beauty
- Pet Care
- Healthcare
- Regulatory/Compliance
- Warehouse/Logistics



#### Accord Carton Co - Alsip, IL

- Converter of paperboard folding cartons serving food, beverage, and other consumer staple end markets.



#### Industrial Labels Holdings Corp. - Ingleside, IL

- Designs and manufactures durable labels for harsh electronics, chemical, construction, and other industrial applications.
- *Add-on Acquisitions:*
  - IDENTCO - Ingleside, IL
  - Reliance Label Solutions, LLC - Paola, KS
  - Trebnick Systems, Inc. - Springboro, OH



#### KDV Label, LLC - Waukesha, WI

- Converter of labels for the beverage, food, household cleaning, and personal care markets.
- *Add-on Acquisition:*
  - Selective Label & Printing - Sugar Grove, IL



#### Radius Packaging - New Berlin, WI

- Blow molder and injection molder of packaging for home care, food and specialty beverage, professional cleaning, nutrition and wellness, and pet care markets.



### CONSUMER PACKAGED GOODS

Companies producing, packaging, and marketing consumable packaged goods for any of the following markets:

- Prepared Food
- Beverage
- Functional Ingredients
- Personal Care
- Household Products



#### Buffalo Games, LLC - Buffalo, NY

- Buffalo Games is a manufacturer, innovator, and marketer of puzzles, board games, and other indoor/outdoor games for adults, children, and families in the retail and e-commerce channels.
- *Add-on Acquisitions:*
  - Ceaco, Inc. - Newton, MA
  - Edaron, Inc. - Holyoke, MA
  - EastPoint Sports - Succasunna, NJ
  - Wild Sports - Westfield, IN



#### King Juice Company, Inc. - Milwaukee, WI

- Manufacturer of the Calypso brand of flavored lemonades and limeades.



#### ONYX brands Onyx Brands, LLC - Bentonville, AR

- Designer and manufacturer of branded personal care products serving the retail and e-commerce channels.



### OUTSOURCED BUSINESS SERVICES

Companies providing B2B services with differentiated, high-value solutions across a broad range of industries:

- Commercial, Industrial & Residential Services
- Environmental, Infrastructure & Utility Services
- Insurance Services
- Specialty Distribution
- Testing, Inspection, Compliance & Certification
- Transportation & Logistics



#### Keystone Experts + Engineers, LLC - Castle Rock, CO

- Provider of forensic engineering and investigative services for property and casualty insurance carriers.



#### RJW Logistics Group, Inc. - Woodridge, IL

- Provider of retail logistics for consumer packaged goods companies supplying traditional and e-commerce retailers.



#### SWAT Group, Inc., - Milwaukee, WI

- Provider of radon mitigation services to residential and commercial properties.



### ENGINEERED PRODUCTS & SERVICES

Companies that design and manufacture high value-added products focused on a variety of markets:

- Building Products
- Flow Control
- Foodservice Equipment
- Healthcare Products
- Specialty Chemicals
- Test & Measurement



#### L.B. White Company, LLC - Onalaska, WI

- Manufacturer of branded heating and cooling equipment and parts for the portables and ag markets.
- *Add-on Acquisition:*
  - Reeves Supply, Inc. - Franklin, GA
  - Rentquip USA Inc. - Buffalo, NY



#### MGS Healthcare Manufacturing - Germantown, WI

- Supplier of injection molded plastic components, tooling, and equipment for the healthcare market.
- *Add-on Acquisitions:*
  - Molding facility from Jabil Inc. - Juarez, Mexico
  - Formteknik Group - Anderstorp, Sweden
  - CADCO - Beringen, Belgium
  - Technolution - Horsholm, Denmark
  - Winther Mould Technology - Lyngby, Denmark



#### Structural Concepts Corporation - Muskegon, MI

- Manufacturer of branded temperature controlled merchandising equipment for foodservice and grocery markets.