



Unlock Your Potential

With \$350 million of capital under management, *Bertram Capital* is a private equity firm targeting investments in lower middle market companies. By supplying flexible investment capital and committing a wealth of operational and strategic resources to each investment, we make it our core objective to propel companies, management teams, and employees toward unlocking their full potential. The result: broader capabilities, faster growth, and dramatically improved profitability.

The Bertram Capital Advantage

We close with certainty	We close quickly	We act like strategic buyers
<ul style="list-style-type: none"> Dedicated debt facility with no third party diligence requirements Proven ability to close transactions with no financing contingencies 	<ul style="list-style-type: none"> All majority platforms have closed within 30 days of LOI Add-ons typically closed within 45 days 	<ul style="list-style-type: none"> Buy and build approach lends itself to fuller valuations for platforms Returns generated by operational excellence, not financial engineering

Investment Profile

Industry Focus	Size Characteristics	Transactions Structures	Equity Strategy
<ul style="list-style-type: none"> Business Services Healthcare Industrial <ul style="list-style-type: none"> Aerospace Cleantech 	<ul style="list-style-type: none"> Revenue: \$20 - 150M EBITDA: \$5 - 15M No minimums for add-ons 	<ul style="list-style-type: none"> Management buyouts Shareholder liquidity events Public or private companies Preference for control 	<ul style="list-style-type: none"> Target initial investment: \$20-50M Equity investments up to \$90M Equity for add-ons: \$20-40M

Value Creation Opportunities – The Bertram Capital “High 5”



Professionals	Focus Area	Prior Experience
Jeff Drazan, Managing Director <i>jeff@bertramcapital.com</i>	Manufacturing & Operations, Business Services, Cleantech	Founding Partner, Sierra Ventures AT&T Bell Laboratories
Ken Drazan, Managing Director <i>ken@bertramcapital.com</i>	Healthcare, Life Sciences	CEO & Founder, Arginox Pharmaceuticals Transplant Surgeon, Stanford University
Ryan Craig, Vice President <i>rcraig@bertramcapital.com</i>	Healthcare, Cleantech	Health Net, Mitchell Madison Group
Stephanie Ho, Vice President <i>sho@bertramcapital.com</i>	Healthcare	Behrman Capital, Morgan Stanley
Jared Ruger, Vice President <i>jruger@bertramcapital.com</i>	Business Services	Oak Hill Capital Partners, DLJ
Kevin Yamashita, Vice President <i>kyamashita@bertramcapital.com</i>	Aerospace, Manufacturing & Operations	TPG, Yucaipa Companies, Salomon Smith Barney
David Hellier, Vice President <i>dhellier@bertramcapital.com</i>	Business Development - Eastern Region & California	Gemesis, Ask.com, Iomega, Energizer
Jeff Giles, Director <i>jpgiles@bertramcapital.com</i>	Business Development - Central & Pacific NW Regions	Mindseye Group, Emerson Electric, A.G. Edwards



Current Portfolio

	<p><i>#1 independent designer, manufacturer, and servicer of mission critical power distribution, monitoring and static switch equipment</i></p>
<p><i>Add-on Investments Completed:</i></p>	<ul style="list-style-type: none"> ▪ Marelco Power Systems, Inc.: Leading designer and manufacturer of custom power magnetics and power control systems ▪ Onyx Power, Inc.: Leading designer and manufacturer of custom power magnetics and power distribution equipment for the data center, telecommunications and alternative energy industries
<p><i>Add-on Acquisition Interests:</i></p>	<ul style="list-style-type: none"> ▪ Custom medium voltage switchgear manufacturers (2-16 MVA) ▪ Custom rack-mounted power distribution unit manufacturers
	<p><i>Market leader in the self-publishing industry: 90,000 authors and 120,000 titles published, 10 years of experience, and 1 in 20 books published in distribution in 2008</i></p>
<p><i>Add-on Investments Completed:</i></p>	<ul style="list-style-type: none"> ▪ iUniverse: AuthorHouse's closest competitor, most sophisticated self-publisher ▪ Xlibris: Increased platform size by 40+%; added suite of industry-leading marketing services ▪ Trafford: Leading independent Canadian publisher, pioneer in on-demand publishing
<p><i>Add-on Acquisition Interests:</i></p>	<ul style="list-style-type: none"> ▪ Niche, topically-focused publishing businesses with loyal author relationships ▪ Digital media publishing platforms
	<p><i>Largest provider of revenue cycle services to surgery centers (transcription, coding, billing, collections)</i></p>
<p><i>Add-on Investments Completed:</i></p>	<ul style="list-style-type: none"> ▪ MEDIBIS: Industry's only business intelligence and benchmarking software (SaaS based) ▪ GIT: Tech-enabled provider of transcription, coding and billing to surgery centers, adds India back-office
<p><i>Add-on Acquisition Interests:</i></p>	<ul style="list-style-type: none"> ▪ Medical billing firms focused on outpatient facilities and/or alternate care sites (e.g. surgery centers, bariatrics, vascular access, office-based procedures) –<i>Not: physician practices, hospitals, imaging centers</i> ▪ Medical software: analytics, benchmarking, predictive modeling, data mining, revenue recovery, materials management ▪ Service providers to surgery centers: consulting, materials management, specialty finance, etc.
	<p><i>Leading manufacturer of single use cargo seals, utility meter products and accessories and product marking equipment, which ensure greater security for the transportation of goods throughout the global supply chain.</i></p>
<p><i>Add-on Investments Completed:</i></p>	<ul style="list-style-type: none"> ▪ EJ Brooks Company: Leading provider of security seals and metering related products
<p><i>Add-on Acquisition Interests:</i></p>	<ul style="list-style-type: none"> ▪ Marine cargo seal and non-cargo (cash transfer, evidence, aerospace) indicative seal providers ▪ Gas utility products (seals, rings, locks) and electric utility socket & meter adapter manufacturers ▪ Low – medium power laser marking equipment manufacturers, laser machining businesses ▪ Other broadly defined providers of safety & security products that protect goods & services

Contact Us

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