

WHO WE ARE

- Partnership-driven middle market private equity firm
- Close affiliation with Dan Gilbert, Quicken Loans and the 100+ Rock Family of Companies (“FOC”)
- Midwest values with patient capital base
- Invested >\$580 million in 13 portfolio companies since inception in 2007

SENIOR INVESTMENT TEAM

Brian Hermelin, Managing Partner

bmh@rbequity.com

(313) 373-7222

Kevin Prokop, Managing Partner

kevinprokop@rbequity.com

(313) 373-7898

Steve Linden, Partner

stevlinden@rbequity.com

(313) 373-7277

Tony Pulice, Principal

tonypulice@rbequity.com

(313) 373-7057

Ziv Weizman, Vice President

zivweizman@rbequity.com

(313) 373-7053

TARGET COMPANIES

- EBITDA of \$5 million to \$25 million
- Growth-oriented service and technology companies
- Headquartered in North America

INVESTMENT STRUCTURE

- Equity investments of \$20 million to \$100 million per platform
- Leveraged buyouts, recapitalizations, growth equity
- Majority or shared control transactions

SELECTED TARGET INDUSTRIES

Technology and Business Services

- Education and training
- Information and data services
- Consumer services / products
- E-commerce
- Human capital
- Real estate tech and services
- Datacenter maintenance / TPM
- Security alarm monitoring

Media and Marketing

- Digital Media
- Marketing services
- Adtech / marketing tech
- Digital out of home
- Online publishers
- Forums / events

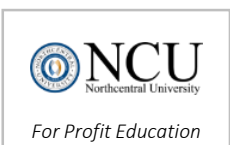
Compliance

- Transportation / logistics
- Sports and entertainment
- Software / SaaS technology
- Suppliers and distributors
- Outsourced services
- Health and wellness
- Healthcare services

Financial Services

- Payments
- Processing
- Consumer finance
- SMB finance
- Specialty finance
- Online lending

Select Rockbridge Investments



Select FOC Brands / Other Holdings