



Buy | Build | Hold™

- CPC seeks to buy 1-2 companies a year
- \$60-120 million+ per investment into control positions
- With our emphasis on data and information, strong capitalization, and both managerial and cultural excellence, we desire to grow companies over decades, not years

#### Business-specific characteristics we seek:

- Non-cyclical
- Sustainable secular growth drivers
- Niche market dominance or path to it
- High barriers to competitive entry
- Mission critical products
- Recurring customer relationships
- High return on assets
- Flexible cost structures

#### Management dynamics we seek:

- Solid communication and feedback from all directions
- Continuous operational improvement
- Constant talent development
- Deep understanding of fixed vs variable cost
- Alignment on long term wealth creation
- Reputation counts - managers that do the same homework on us as we do on them

### FIVE KEY BATTLES™

Our team has decades of experience investing in lower middle market businesses. We believe that strong, sustainable financial performance is driven by consistent success across the **Five Key Battles™**.

The Five Key Battles™ are never fully won or lost; waging them is a constant, evolutionary challenge as businesses grow and industries change. Our goal is to support and challenge management to build great businesses that continually improve in these areas over time.



#### PEOPLE

- Culture, mission, and communication
- Align, measure, celebrate success



#### OPERATIONAL SYSTEMS

- Technology investment and adoption
- Timely, reliable information management



#### EXECUTION CAPABILITIES

- Multiple methods of excellent product/service delivery
- Alignment of the right team for the right situation



#### CUSTOMER INTIMACY

- Target customer sets and distinct value propositions
- Customer lifetime value



#### PRODUCT LEADERSHIP

- Continuous improvement
- Product development as a distinct organizational "muscle"

## EXCELLENCE GROUP

With the combined experience of our Information, Operations, and People Teams, CPC's Excellence Group provides continuous improvement to its companies and management teams across the Five Key Battles™.

- Technology Adoption & Implementation
- Confirmatory Due Diligence
- Cyber Risk Management
- Voice of Customer
- Data Aggregation & Visual Management
- Strategy Deployment
- Demand Forecasting
- Inventory Management
- Mfg./Dist. Footprint Optimization
- Product Lifecycle Management
- Improved Quality & Service
- Lead Time Reduction
- Incentive System Design
- Organizational Design
- Talent Management
- Employee Relations/Experience
- Employment Law & Compliance
- Culture Building

## OUR COMPANIES

CPC is owned by large family offices and successful entrepreneurs that are collectively aligned around long-term decision making and wealth creation. We were formed from the merging of Curran Companies' and C3 Capital's management teams with the goal to **Buy, Build, and Hold™** businesses with a long-term time horizon.



Founded in 1982 as Asia America Corporation, **CSI** has evolved into a global sourcing and supply chain management leader. CSI is known for its unique and committed approach to quality management, for being a great partner for international purchasing and product engineering, and for its ability to solve extremely complex customer challenges. In addition to its Industrial portfolio, CSI also owns:

- AllTech Pro – Ground Engagement products which are sold to heavy construction original equipment manufacturers (OEMs), dealers and distributors
- CSI Bathware and Great Grabz – ADA and non-ADA compliant bathware products which are sold to bathtub OEMs, general contractors, Division 10 and end-users
- Earth's Natural Alternative – Eco-friendly consumer products which are sold through online e-commerce channels.



Founded in 1916, **Imperial** is the number one cap sold in pro shops, featured in 99 of the top 100 golf courses, and a sought-after brand across ASI and DTC channels. Imperial also leverages its operational capabilities to provide third-party apparel embellishment, logistics, and supply chain management to many blue chips brands. Based in Bourbon, Missouri, the Company employs more than 600 people across its six facilities and is led by a tenured and dynamic management team.



Founded in 1994 by Jim Eble, **Trades Holding Company** is a franchisee operator of Mr. Rooter (plumbing) and Mr. Electric (electrical) residential home servicing brands and operates Right Restoration - an independent restoration business solely focused on water damage. Trades is the largest Mr. Rooter Franchisee and employs 250 full-time employees including 215 trade professionals across three markets in Ohio. Trades is dedicated to its technicians and committed to providing a superior journey from apprentice to retirement.