



Capital Concepts Holdings, LLC

10 S. Wacker Dr., Suite 1840
Chicago, IL 60606
Tel: **312.893.7410**
www.capconcepts.com

A Balanced Approach in Private Equity Investing

Capital Concepts is a Chicago-based private equity firm providing financial balance for its investors. Capital Concepts has an opportunistic investment style which augments traditional private equity activities with a hands-on investment and management approach to its portfolio companies. We combine progressive thinking and proven financial and operational skills. This approach to investing helps middle-market and entrepreneurial companies realize its greatest potential.



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Investors — A Balanced Approach

Capital Concepts is a virtual fund. We identify opportunities for over 120 closely associated investors. As investors and managers, we seek unique situations where we can apply our experience based growth and capital strategies.

Different than committed funds, our investors can select the situations which fit their investment style, diversification strategies, industry knowledge and tolerance for risk. On each investment organized, they understand that the principals of Capital Concepts will be investing on the same financial terms along side their personal investment.

Companies — We Have Been There

The Principals of Capital Concepts have been in your shoes. We have founded businesses, managed growth, hired and fired employees and have been through high and low economic times. We have also raised capital for our own businesses and created successful exit situations. We are not merely a financial investor. By immersing ourselves operationally, we are able to assist management towards optimizing the top and bottom line.



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Balance and Return

As both managers and investors, we are looking for companies which are built on quality. Quality in how they treat their employees, quality in culture, quality in products or service. Capital Concept encourages portfolio companies to positively affect their corner of the world through growth and profitability.

Capital Concepts focuses on investments involving middle-market family and entrepreneur-owned businesses, including expansion and growth financings, recapitalizations, and management buyouts with transaction values of up to \$25 million.

Balanced Portfolio

Middle Market Companies

- Gross enterprise values between \$1 million and \$50 million.
- Revenue of greater than \$5 million or EBITDA greater than \$250,000.
- Investment size of \$3 million to \$25 million.

Industries

- Business Services and Fulfillment
- Distribution
- Marketing
- Technology Services
- Healthcare
- Highly Unique or Niche Businesses

Acquisition Characteristics

- Recurring Revenue
- Mission Critical Products or Services
- Mature or Proven Business Model
- Historically Positive Operating Cash Flow
- Family or Entrepreneurial Transitions and Liquidity
- Preferably Located in the Midwest
- Preferably Majority Ownership



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Balanced Portfolio

Capital Concepts was established in 1998 and has made 15 investments in four investment areas:

Industrial Manufacturing and Supply - IRR

- Manufacturer of steel pins and bars in the construction and agriculture industries
- Manufacturer of power turbines in the energy industry
- Manufacturer and distributor of animal health supplements

Technology and Data Management

- Consumer data consolidation and reporting
- Professional sports figures marketing management
- Digital data management and distribution

Income Producing Real Estate

- Citrus groves
- Cool-room warehousing
- Manufacturing facility sale leaseback
- Logistics warehouse sale leaseback
- Distribution center sale leaseback

Services

- Sports management company
- Environmental remediation services
- Branded wine retailing chain
- Equipment leasing company



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Partners

James N. Hallene

Mr. Hallene founded Capital Concepts in 1998. Prior to Capital Concepts, Mr. Hallene co-founded and ultimately sold a data consolidation company called MaxMiles. For fifteen years, Mr. Hallene was employed at American National Bank, a subsidiary of Bank One Corporation, where he oversaw credit, cash management and technology business units during his tenure. Mr. Hallene currently sits on the boards of MB Financial Corporation (NASDAQ: MBFI), Olsen Engineering and Resource Land Holdings.

Mr. Hallene holds a B.A. from the University of Illinois and an M.B.A. from Northwestern University's Kellogg Graduate School of Management.

Barrett D. Carlson

Member, 39. Mr. Carlson has sixteen years of experience as an operator and investor in the lower middle-market companies. Mr. Carlson joined Capital Concepts as a Principal in 2003.

Prior to Capital Concepts, Mr. Carlson founded Nineiron, LLC as a private equity investment company. He invested in two Capital Concepts portfolio companies at this time as well as investing in real estate. Before Nineiron, he co-founded Waterstone Consulting, a management consulting and technology services firm serving manufacturers and distributors. Waterstone clients included Cardinal Health, Searle, Tellabs, Mack Truck and Whirlpool as well as many middle-market manufacturers and distributors. As the head of business development, he defined the firm's market position and built the company's sales organization. In 1999, he led the sale of Waterstone to publicly-traded Ciber, Inc. Mr. Carlson also co-founded a supply chain software company, capitalized the company and served on its board. Mr. Carlson began his career at Andersen Consulting (now Accenture) and served clients such as Caterpillar, Baxter and Motorola.

Mr. Carlson serves on several boards, and holds a B.A. from the University of Illinois.



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