

Equipment Distribution Business

Situation	Results	Actions taken to achieve results
<ul style="list-style-type: none">▪ An equipment distribution business acquired three companies to gain access to a new line of equipment and expand its footprint in the Midwest▪ After consolidating the acquired operations, the company lacked the capital to invest in its new markets to grow sales and margins to a profitable level▪ Cash flow issues surfaced due to losses and debt maturities▪ Company sought an investor to recapitalize its balance sheet and provide the necessary liquidity to grow	<ul style="list-style-type: none">▪ Brighton Capital Partners invests in a new company that acquires certain assets from the old company and Brighton Management Partners manages the investment▪ A BMP Principal becomes the CEO of the new company and develops a turnaround plan to stabilize operations and provide for long term growth▪ New company grows organically by over 25% per year in the first few years after BMP engagement▪ Acquisitions are made in years three and four to expand the company's footprint and add new product lines▪ Annual revenues grew by over 900% in 5 years and company becomes profitable generating substantial value for shareholders	<ul style="list-style-type: none">▪ Rebranded the company with a new logo and website to present a more professional image in the marketplace▪ Invested in the company's service and parts operations through the addition of new branches and qualified personnel to ensure its ability to support its customers' maintenance needs▪ Improved the caliber of the company's sales, service, parts and administrative personnel to better position the company to compete with more established competitors▪ Developed a new mission in collaboration with the company's employees that instilled a sense of purpose and alignment▪ Implemented new incentive pay plans that rewarded employees for aggressively growing market share and improving contribution margins▪ Added new territory and product lines through acquisition to provide the company with ongoing growth opportunities