

MISSION To acquire and grow small businesses in Southeastern Wisconsin, creating value for all stakeholders: investors, customers, employees, and the community in which we live.

VISION To become one of Wisconsin's leading private equity firms.

GUIDING PRINCIPLES Integrity – Continuous Improvement – Growth

HISTORY Founded in 2012. PCG's Principals first met in grade school in 1975.

INVESTMENT CRITERIA

- EBITDA < \$2 million (wheelhouse: \$500K - \$1 million)
- Corporate headquarters within 1-2 hours of Milwaukee
- Manufacturing, Distribution and Service Industries
- An element of management team desiring continued ownership
- Retirement transition, MBOs, corporate divestitures, stalled growth
- Strong preference for majority ownership

PHILOSOPHY PCG believes the greatest asset of any company is its people. Accordingly, we seek to invest in companies with strong management teams and a culture that encourages its employees to seek continued growth and excellence in all they do.

PRINCIPALS



Richard Ruffo

- Over 15 years experience analyzing, valuing, and managing a variety of investment asset classes
- Areas of expertise: strategic planning, process re-design and implementation, financial analysis
- Industry experience: manufacturing, metal fabrication, HVAC, industrial distribution, industrial real estate
- Education: BA–University of Wisconsin, Madison; MBA–Cornell University



Chad Cape

- 12 years of middle market & large corporate banking experience at JPMorgan Chase
- 7 years experience in management, operations and training in US nuclear submarine force
- Areas of expertise: finance, business development, applied science and technology
- Industry experience: commercial banking (diverse client base), training & education, power/energy, defense
- Education: BA–Cornell University; MBA–Seattle University