

# MORE THAN *just* CAPITAL

Satori Capital manages more than \$1 billion of committed capital with more than \$350 million dedicated to private equity. We are actively seeking majority and minority investments in rapidly growing businesses with \$5 million to \$25 million of EBITDA.

## HOW WE ARE DIFFERENT

We invest in businesses that operate with a long-term perspective, employ the principles of conscious capitalism, and will benefit from our operating experience.

### Long-Term Perspective

We are business builders who seek to maximize long-term value and create defensible industry leaders. Our evergreen fund structure enables us to hold investments for the long term, and our investor base of business owners, family offices, and foundations serves as a patient source of capital. As a result, our portfolio companies operate without the pressure to accept tradeoffs associated with short-term investment horizons and instead seek to optimize outcomes for all stakeholders in the long run.

### Conscious Capitalism

We believe that businesses that employ the principles of conscious capitalism generate better returns with lower overall risk. These businesses commit to their mission or purpose and create value for all stakeholders. We believe they are more innovative, less risky, and better-positioned to deliver superior performance in the long term because all stakeholders have a vested interest in the success of the business.

### Operating Experience

We partner with leadership teams of companies in industries in which we have relevant expertise and when there is an opportunity to accelerate growth with our experience, networks, and insights through a long-term partnership.

Our leadership team has a long and successful track record as founders and CEOs of privately owned and publicly traded companies. We have led rapidly growing businesses at all stages of development and through all business cycles.

## Investment Criteria

- Rapidly growing businesses with EBITDA of \$5 million to \$25 million
- Leadership teams that embody the principles of conscious capitalism
- Talented leaders seeking to increase their companies' growth trajectories
- Majority and minority investments with like-minded partners
- Based in the United States

## Sectors of Interest

- Business services
- Consumer products
- E-commerce
- Financial services
- Food and beverage (especially healthy)
- Industrial automation or companies that can benefit from it
- Software and technology
- Specialty manufacturing

Portfolio Companies *Aligned Leadership Teams, Sustainable Operations, Strong Platforms for Growth*



Second-largest health and fitness company in the U.S., offering an array of fitness services



Heavy machinery-moving and rigging company



Upscale multifamily and student housing developer, contractor, and property manager



Real estate brokerage and investment banking firm



Service-oriented distributor of consumable medical supplies



Omnichannel retailer of specialty furniture including modular couches and bean bags



NOMACORC\*

Global leader in the wine closure industry, producing two billion+ closures per year \*



Tech-enabled provider of land management services



611 service to connect wireless users to customer care centers \*



Producer of branded and private-label nuts and dried fruit snacks



Finance company providing business capital solutions \*



Tech-enabled branded merchandise designer/distributor

\* Currently seeking add-on acquisitions

Realized Investments



Platform manufacturer of precision aerospace components (Divested April 2014)



Infrastructure used for large-scale transmission of electricity (Divested March 2015)



Designer and direct seller of customizable jewelry (Divested August 2015)



Manufacturer of acrylic paint and containment coatings (Divested October 2015)

Private Equity Investment Team *Long-Term Relationships, Operating Experience, Capital Markets Expertise*

RANDY EISENMAN Managing Partner	SUNNY VANDERBECK Managing Partner	JOHN GRAFER Partner	RUGGER BURKE Principal	CHRIS CRAWFORD Director	JON GARD Director	ERIK HOLMSEN Director	MARSHALL GOLDSMITH Vice President
NICK BEZNER Senior Associate	CP HELMS Senior Associate	ZACK FLINT Associate					

Operations and Business Development *Capital Markets Expertise, Long-Term Relationships, Operating Experience*

WILLIAM HOLLOWAY Chief Operating Officer	WILLIE HOUSTON III Chief Financial Officer	CHAD COOK Director of Business Development
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Operating Partners *Investment Sourcing, Diligence Assistance, Sector Expertise, Portfolio Company Advice*

JOHN CARREKER Technology & Business Services	VIC KELLER Diverse Business Services and Industrials	CRAIG LENTZSCH Transportation, Distribution & Retail	MIKE MCCALL Manufacturing	BRENT MCCARTY Healthcare
CHERYL ROSNER Retail & Technology	PAUL SCHLOSBERG Financial Services	KERN WILDENTHAL Healthcare	CHRISTIANA WYLY Consumer Products	

Advisory Board *Investment Sourcing, Domain Expertise, Portfolio Company Advisors, Independent Board Members*

PATRICIA ABURDENE Author, <i>Megatrends</i>	GARRETT BOONE Co-founder and Chairman Emeritus, The Container Store	RUSTY BUTLER Former CFO, Bass Family Investment Arm	MATT CHRISTENSEN Global Head of Responsible Investment, AXA	JODY GRANT Founder, Texas Capital Bank	JOHN MACKEY Founder and CEO, Whole Foods	TERRY MOLLNER Social responsibility investing pioneer	PAUL RAY Leading sociologist and author on sustainability
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