



PRIVATE CAPITAL MANAGEMENT

Investing private equity / venture capital /private placement memorandum

Daniel, Russell & Charles Co., is a leading private growth equity investor. We have one of the longest records (17 years) in private capital investing, transitioning through three major long-term investment cycles. We have invested over \$150 million across multiple highly diversified funds and partner with created over \$400,000 million in fund liquidations. We have over \$260 million in active portfolio investments.

Daniel, Russell & Charles Co., invests mainly in the United States with a focus on our three sectors of expertise: outsourced services, information technology, green projects bio fuel, biomass, renewable energy and healthcare businesses. We invest for expansion and growth in small and mid-size companies with established business models, high internal growth rates, and large-market leadership potential.

Deep portfolio company involvement

We help companies achieve highly profitable leadership positions in large markets. Daniel, Russell & Charles Co., is typically the lead (or sole) outside investor and invests up to \$25 million. Daniel, Russell & Charles Co., works closely with its portfolio companies in many areas including:

- Strategy
- Recruitment
- Sales and marketing
- Corporate development

Unique approach is key to success

We build and maintain broad, deep, long-term domain expertise through a research and investment focus that encompasses both the private and public companies in our sectors of expertise. Relative to traditional approaches, this approach enables Daniel, Russell & Charles Co., to add unique value as an investor through:

- Superior understanding of our industries, for assistance with strategic planning
- Broader and deeper networks of industry contacts, for assistance with recruitment, marketing, and selling
- Better understanding of the institutional investor community, for subsequent financings
- A longer-term perspective on company development—well beyond the IPO