



## GENERATIONS MANAGEMENT

Generations Management is a traditional family office – run by and for a single family. The history of Generations started in the 1920s in Grayling, Michigan. Its interests are varied, having been involved in several industries, including oil and gas, manufacturing, retail, venture capital, private equity in lower middle-market companies, securities and futures trading, and real estate.

The cornerstone of our private equity strategy is to combine capital and transaction experience with proven management teams who have the vision, expertise and commitment to successfully grow businesses. We ensure that a company's legacy of success is perpetuated with the next generation or current management team. We utilize creative solutions to address the needs of all stakeholders—shareholders, employees and customers. We work quickly and confidentially with sellers to avoid disruption to the business and to ensure a smooth ownership transition. We understand and respect the hard work it takes to build a successful company and we take a practical, down-to-earth approach to investing. Our goal is to enhance, not stifle, the entrepreneurial spirit. Generations values the hard work the owner, management team and employees have made in making the business successful.

Generations is interested in many different types of industries but we are especially interested in companies that are focused on what we call "The Crossroads of Opportunity" – the meeting point of:

- Strong Product – Consumer Brand Passion, Innovation, Quality
- Strong Management – Passion, Experience, Work Ethic, Social Responsibility
- Macro Trends – Sustainable

While we generally own a controlling interest, we prefer to have management continue to operate a business while new management is introduced into the company. Our capital supports management buyouts, recapitalizations, growth strategies, buy and build strategies, and businesses with the following characteristics:

- Revenues: \$5-\$30 million
- EBITDA: \$1 million (no minimum for add-ons)
- Deal Value: \$5-\$30 million
- Equity per Deal: Majority interest
- Businesses: Niche manufacturing, value-added distribution and service companies
- Geography: Michigan, Florida, Pennsylvania and Nevada
- Industries: While we are opportunistic with regard to industry, we are particularly interested in the following areas:

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|--------------------------|-------------------------|---------------------|
| ➤ Healthcare             | ➤ Industrial Products   | ➤ Consumer Products |
| ➤ Sustainable Businesses | ➤ Media & Entertainment | ➤ Outsourcing       |
| ➤ Technology             | ➤ Retail                | ➤ Freight           |

The Generations team is actively involved in advising at a high level on the operations of each company in its asset management portfolio thereby adding value beyond just capital.

Please give us a call or visit our website for more information about our investment approach, team and experience.