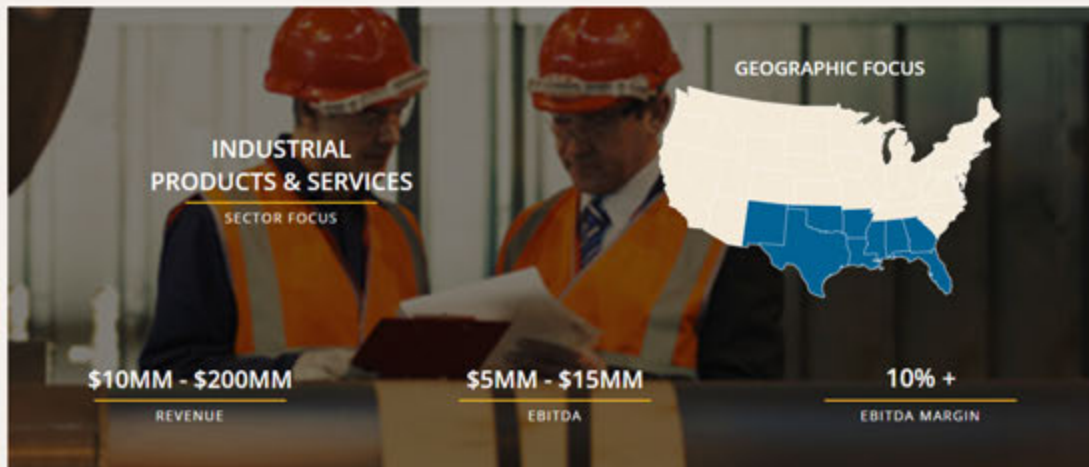




## INVESTMENT CRITERIA



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- **Market Niche and Market Size**  
Established market niche, unique product and/or service generally free from commoditization with attractive growth potential
- **Dynamic, Entrepreneurial Management**  
Leaders with the management depth necessary to successfully implement a growth strategy
- **Defensible Market Position**  
Defensible barriers to entry from new domestic or international competition
- **Scalability**  
Management information systems, product sales, marketing and distribution conducive to scale without significant capital investment
- **Strong Recurring Free Cash Flow**  
Leverageable and predictable free cash flow
- **Profitable**  
Proven history of profitability and growth
- **Reasonable Valuation**  
A valuation commensurate with the company's growth potential and investment risk
- **Seller Reinvestment**  
Willingness of the selling shareholders who are active in management to reinvest in the company's future

We are not considering investments in operational or management turn-arounds at this time.

Learn more about our [current investments](#) and our [investment team](#).



## INVESTMENT STRATEGY

We believe that past success is a great indicator of future performance. That's why we invest in companies whose leaders have a history of proven success in building a business.

We seek privately held companies in the large but underserved small-to-lower middle market business sector with EBITDA of less than \$15 million.

Over the decades, our experience has taught us how to identify the paths businesses need to take to increase their opportunities and reach their full potential. We partner with strong entrepreneurs whose primary limitations to continued growth are long-term capital and the expertise to take their company to the next level.

Rock Hill works with these entrepreneurs at the appropriate stage of the business cycle, ready to lend [our know-how](#) and connections to match resources, potential, capital and leadership. Our goal is not to take over a company. It is to work with our entrepreneurial partners to learn how to best move the company forward -- and then follow through.

Our private equity firm partners with companies seeking:

- Recapitalizations
- Financial restructuring
- Growth initiatives
- Growth minority capital
- Management buyouts

Learn more about [our current portfolio](#) of companies.