

FUND OVERVIEW

Lakeview Equity Partners is a \$40 million private equity fund that supports ownership change and provides capital for growth in traditional Midwest-based, middle market companies.

INVESTMENT CRITERIA

Company Characteristics

- Revenues of \$5 – \$50 million
- Midwest focus
- Conservative capital structure and stable cash flow

Industry Preferences

- Niche manufacturing
- Business services
- Food processing and packaging
- Specialty distribution
- Financial services

FUND INVESTMENT POLICY

- Transaction investment value of \$1 – \$5 million
- Controlling or significant minority investments
- Equity or subordinated debt with warrants
- Will partner with other private equity investors
- Diversified portfolio

For **MORE INFORMATION** about **LAKEVIEW EQUITY PARTNERS LLC**, please contact:

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EXPERIENCE AND

CAPITAL TO ASSIST



MANAGEMENT PARTNERS

IN BUSINESS GROWTH



LAKEVIEW EQUITY
PARTNERS LLC

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LAKEVIEW EQUITY
PARTNERS LLC

TYPES OF INVESTMENTS

MANAGEMENT BUYOUTS

Lakeview Equity invests with management teams to acquire privately held companies. Once acquired, these companies operate on a stand-alone basis under the leadership and direction of the management, which is given significant operating autonomy and meaningful ownership.

RECAPITALIZATIONS

Lakeview Equity provides owners of family-held businesses with the opportunity to gain liquidity, while retaining significant ownership and operational control.

GROWTH CAPITAL

Lakeview Equity provides capital to companies that have encountered a growth opportunity, such as a strategic acquisition or new product development.

How does Lakeview Equity WORK COLLABORATIVELY with portfolio companies?

The partners of Lakeview Equity work at the Board of Directors level with company managers to provide resources that will:

- Accelerate growth
- Implement operational improvements
- Recruit skilled management personnel
- Identify and negotiate strategic acquisitions
- Maximize shareholder value

The investment partners of Lakeview Equity represent a diversified group of Midwestern institutions and mid-size businesses. These investors can provide depth and breadth to board-level activities, as well as provide access and introductions within their industries.

Who are the PARTNERS of LAKEVIEW EQUITY PARTNERS, LLC?

Kent Velde is the President of Lakeview Equity. He is the director of investment activities and works directly with all portfolio companies. He is the former President of Bank One, Milwaukee. Since 1999, he has managed a \$17 million investment portfolio comprised of middle market Wisconsin companies.

Bill Read brings significant manufacturing, distribution and investment experience to the Fund. Currently the Chairman, CEO and owner of The Wag-Aero Group, Bill is also the former Chairman and CEO of Bank One, Wisconsin.

Ted Kellner is the founder of Fiduciary Management, Inc., and Fiduciary Real Estate Development, Inc. These entities manage a \$3+ billion investment portfolio and have developed real estate properties in excess of \$75 million.

Gordon Gunnlaugsson is the former Executive Vice President and CFO of Marshall & Ilsley Corporation, a Milwaukee bank holding company. He is currently an active board member for a number of growing middle market businesses.

Bill Abraham is a partner with Foley & Lardner. He has participated in more than 100 acquisitions and represents growing companies that finance growth through creative use of private and public markets.