



Do the Right Thing • Compassionate Accountability • Humble Confidence • Bold Action • Have Fun

About The Firefly Group

The Firefly Group invests in growth-oriented, lower-middle market companies. We have a proven track record of closing investments and partnering with leadership teams to build companies of lasting value. The Firefly Group is currently pursuing new platform investments as well as add-on acquisitions for current partner companies.

Investment Criteria

	New Platform Investments	Add-on Acquisitions
Geography	<ul style="list-style-type: none"> Continental U.S. 	<ul style="list-style-type: none"> Continental U.S.
Company Size	<ul style="list-style-type: none"> EBITDA of at least \$1 million 	<ul style="list-style-type: none"> No restrictions
Operating Profile	<ul style="list-style-type: none"> Healthy, growing industry Demonstrated track record of revenue growth Stable margins Limited customer concentration Quality leadership team 	<ul style="list-style-type: none"> Solid fit with existing platform investment
Industries	<ul style="list-style-type: none"> Human capital Franchise Companies running on EOS 	<ul style="list-style-type: none"> Aerospace Building materials Medical/student transportation Training & assessments
Investment Types	<ul style="list-style-type: none"> Majority or minority equity No start-ups 	<ul style="list-style-type: none"> Buyouts

Firefly’s purpose is helping people and companies reach their full potential by partnering with strong leadership teams in the lower-middle market to build great companies

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Current Investments

 <p>Dealers W H O L E S A L E "Serving the Midwest Since 1963"</p>	<p><u>Dealers Wholesale</u></p> <ul style="list-style-type: none">• Indianapolis, IN• Manufacturer, distributor, installer of specialty building materials• www.dealerswholesale.com
 <p>EMT EXPRESS MEDICAL TRANSPORTERS</p>	<p><u>Express Medical Transporters</u></p> <ul style="list-style-type: none">• St. Louis, MO• Non-emergency medical and student transportation• www.rideemt.com
 <p>EOS ENTREPRENEURIAL OPERATING SYSTEM</p>	<p><u>EOS Worldwide</u></p> <ul style="list-style-type: none">• Birmingham, MI• Provider of integrated system and tools that help business owners and leadership teams get the most from their businesses• www.eosworldwide.com
 <p>KIHM METAL TECHNOLOGIES</p>	<p><u>KIHM Metal Technologies</u></p> <ul style="list-style-type: none">• Brazil, IN• Exotic alloy and tooling manufacturing with engineering solutions for commercial and military aerospace industry• www.kihmmetaltech.com
 <p>SALES XCELERATION</p>	<p><u>Sales Xceleration</u></p> <ul style="list-style-type: none">• Indianapolis, IN• Leading provider of outsourced and fractional sales leadership, training, and consulting services to small and medium size businesses• www.salesxceleration.com