



HISPANIA CAPITAL PARTNERS

Overview of HCP

- \$215 million of equity capital under management
 - Longstanding presence in market – 2011 will mark our 10th anniversary
 - Eight dedicated professionals
 - Over 75 years of combined experience financing small businesses
 - Operating executive network to support our management teams
 - Strengthen revenue growth strategy/Board participation
 - Offices in Chicago and Miami, presence in California
- Growth and buyout capital to lower-middle market companies
- Experience and resources accelerate revenue growth
 - Sector Focus: U.S. Hispanic market (demographic focus)
 - Conservative use of bank debt to finance growth
- Institutional investor base-Public/Private pension funds
 - Provides stability and sophistication

HCP Investment Criteria

- Lower-middle market growth companies
 - Investment range: \$5 - \$25 million per transaction
 - Revenues: +\$10 million
 - EBITDA: + \$1.5 million
 - Ownership: Majority/Minority
Co-investment with equity partners
- U.S. Hispanic investment strategy
 - Favorable Demographic Trends
 - Above average growth in population and purchasing power
 - Distinct consumer preferences
 - Rapid Business Formation
- Sample industries of focus
 - Branded Consumer Products
 - Food and Beverage
 - Business Services
 - Healthcare

Selected Portfolio Companies



Samy Companies

- Industry: Branded hair care products
- Description: Full line of professional hair care products sold nationally through major food, drug and mass merchandise retailers
- Exit: August 2008



PrensAmerica Corporation

- Industry: Spanish-language newspaper publishing
- Description: Publisher of *La Raza*, the leading and oldest Spanish-language weekly newspaper publication in metropolitan Chicago
- Exit: October 2004

Selected Portfolio Companies



- Industry:
- Description: political clients

Eastern Research Services

Outsourced market research services
Independent telephone data collection and related services to a variety of marketing, corporate, advertising agency and



- Industry:
- Description:

CSA Group

Architectural and engineering (“A&E”) services
Largest Hispanic-owned A&E firm in the U.S. providing infrastructure, transportation, industrial and general building construction services



- Industry:
- Description:

Master Restaurant Developers

Tier I restaurant franchisee operator
Operates 7 franchised casual dining restaurants in South Florida



- Industry:
- Description:

NEPS

Outsourced print management services
Enterprise content & print management software & services

HCP Value Added Approach

- HCP focuses on growing & professionalizing historically resource-constrained companies to deliver stable and premium returns for all of our partners

Portfolio Company Support

Capital

- Growth equity
- Banking liaison
- Senior & mezz. relationships
- Equip. financing

Strategic Planning

- M&A initiatives
- Incentive plans
- Org. alignment
- Product/Industry positioning
- Exit strategies

Best Practices

- Mgmt info systems
- Financial reporting
- Mgmt development
- Firm benchmarking
- WC & cash mgmt
- SOP documentation

Operating Resources

- Recruiting support
- IT CapEx support
- S&M consultants
- Auditing practices
- Insurance auditing

Board Oversight

- Vigilant monitoring
- “Sounding board”
- Outside members
- Comp committee
- Audit committee

Collaborative Approach with Mgmt

**Creation of Stable Businesses and Realizations for
Management, Our Banking Partners & Our Investors**



Case Study: Samy Companies

- Growth equity investment in 2004
- Partnered with founder to enhance management team, build brand equity and expand channel distribution
- Value drivers:
 - Channel strategy: Leverage Samy brand from HSN brand into U.S. retail and eventually international markets
 - Utilize Hispanic heritage in product positioning within the drug channel
 - Hispanic grassroots marketing (e.g. Univision, Miami-presence, etc.)
 - Lower cost structure by outsourcing non-core functions while focusing tirelessly on the brand
 - Financial discipline via operational aspects of the business (POS, RD&A, etc.)
- Sold to international strategic in 2008

Sam Maniaci—CEO of Samy

“HCP is a great long term partner. They are a thoughtful group that will challenge conventional ways of thinking which will make you a better manager. They provided me with the financial acumen necessary to enable the growth of the Samy brand. However, they also allowed me enough room to operate the business. For brand building I can’t think of a better, more focused partner than the team at Hispania.”





Results: Samy Companies

- Successfully transitioned Samy's distribution channel from HSN only to HSN + FD&M channels
- Expanded from approximately 2,500 doors at investment to approximately 35,000 doors at exit
 - At exit 55% of revenue derived from Drug channel
 - Achieved a five-year refill revenue CAGR of 59%, total revenue CAGR of 28% and ~20% increase in EBITDA margins

