

2007
FOUNDED

\$15 - \$150M
EQUITY INVESTMENTS

25+
YEARS DEDICATED TO
SECTORS BY SFW PRINCIPALS

\$10-500M
REVENUE

\$800M+
TOTAL CAPITAL COMMITMENTS

18
INVESTMENTS COMPLETED
SINCE INCEPTION

\$212M
EQUITY INVESTMENT IN GLG

Break-even
MINIMUM EBITDA

What kinds of companies does SFW invest in?

SFW invests in companies that **provide critical tools to help other businesses make better decisions and/or become more efficient.** These companies, which include **providers of hardware, software, data and information, services and consumables,** provide a high return on investment for their customers.



Business Characteristics

- Enabled via proprietary IP, network effects, specialized analytics, and/or technical know-how
- Carry high brand value with customers
- Embedded in mission-critical customer workflows
- Automate key processes and tasks
- Support high ROI decisions



Transaction Types

- Recapitalizations of founder-owned and family businesses
- Management-led and complete buyouts
- Corporate carve-outs / divestitures
- Public to private transitions
- Partnerships with strategic or financial buyers
- Add-on acquisitions for select portfolio companies (strategic fit is more important than size or profitability)

We are control-oriented investors, but we will selectively consider minority investments.

Information & Software

- Vertical Market Software
- Information services
- Workflow automation software
- Business Intelligence and Data Analytics
- Competitive Information and Benchmarking
- Decision Support Software
- Technology-enabled business services

Industrial & Healthcare Technology

- Test and measurement devices
- Analytical instrumentation
- Life Sciences tools
- Lab, Clinical and Industrial Automation solutions
- Critical Outsourced Services (including Test, Inspection, Certification and Compliance services, CRO, CDMO, testing labs, and systems integrators / VARs)
- High-value components and consumables
- Related Software, Informatics and HCIT

End Markets

- Biopharma, Diagnostics, Medical Device, Clinics and Healthcare Providers
- Industrial Manufacturing and Public Infrastructure
- Energy and Power
- Food, Agriculture and Beverage
- Consumer and Retail
- Technology, Media and Telecom
- Aerospace and Defense
- Transportation and Logistics

SFW invests across all end markets; the ones listed above represent examples.

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To share new investment opportunities, please reach out to Andrew Cialino.

CURRENT INVESTMENTS



DaySmart Software
Acquired in September 2016
Ann Arbor, MI

Provider of business management solutions to consumer-focused small-and-medium sized businesses.



Devada
Acquired in October 2017
Cary, NC

Provider of software-developer-focused technical information and content and related community management software solutions.



Filtec
Acquired in November 2013
Torrance, CA

Provider of automated inspection instruments and systems to the global beverage industry.



GLG (Gerson Lehrman Group)
Invested in December 2015
New York, NY

Global platform for professional learning and decision-making, serving business leaders, investors, consultants, social entrepreneurs, and other leading knowledge professionals.



Greenshades Software
Acquired in March 2019
Jacksonville, FL

Provider of payroll tax and human capital management information and software solutions.



Keypoint Intelligence
Acquired in December 2011
Fairfield, NJ

Provider of test-based information, competitive intelligence, sales enablement solutions, strategic market analysis and advisory services to the global digital imaging industry.



Swiftpage
Acquired in May 2018
Denver, CO

Provider of customer relationship management software and related solutions to small-and-medium sized businesses.

PRIOR INVESTMENTS



AGDATA
Exited in July 2014
Charlotte, NC

Provider of strategic data and analytical solutions to the agricultural and animal health sectors.



Essen Bioscience
Exited in May 2017
Ann Arbor, MI

Provider of critical analytical information, software, reagents and services used in cell-based life sciences research.



MD Buyline
Exited in August 2014
Dallas, TX

Provider of evidence-based information and research for healthcare providers.



Spectro Scientific
Exited in November 2018
Chelmsford, MA

Provider of predictive analytics for maintenance of critical assets, comprised of sophisticated instrumentation, consumables, proprietary algorithms and software.



IAG Research*
Exited in May 2008
New York, NY

A leading provider of real-time syndicated information on television advertising effectiveness and in-program product placement and related reported tools.



Mettler-Toledo International*
IPO in November 1997 (NYSE: MTD)
Greifensee, Switzerland

Provider of precision weighing instruments and related instrumentation, consumables, and software.



Telephia*
Exited in August 2007
San Francisco, CA

Provider of independent marketing, competitive, and network quality information and related analytical tools and software for the communications sector.



Waters Corporation*
IPO in November 1995 (NYSE:WAT)
Milford, MA

Provider of high performance liquid chromatography, mass spectrometry and related research instruments and software.

*The investments in these entities were led by members of SFW management prior to the formation of SFW in an unrelated entity where the members of SFW management were principals.

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