

GROWTH WITH MORE FIREPOWER

A partner for the business you built.

WHAT WE DO

Lightningwave partners with owner-led promotional products businesses ready to keep building. If there is alignment, we make an offer that typically involves a majority equity transaction: meaningful liquidity for the owner, continued ownership, and the operator staying in charge of customers, team, brand, and day-to-day decisions. We bring capital, purchasing power, financing relationships, and back-office support underneath the business.

WHY PARTNER NOW

Four reasons owners start the conversation.

01 CAPACITY CEILING

Hard to grow past the current scale alone.

02 RISK CONCENTRATION

Too much of the owner's life and wealth tied to one company.

03 ADMIN DRAG

Too much time spent on books, systems, vendors, & back-office.

04 THE NEXT CHAPTER

Succession, optionality, family, team, and what comes next.

THE FEDERATED STRUCTURE

Lightningwave owns the shared support layer, not the day-to-day operating identity.

We look to take a majority stake so the books, reporting, capital planning, vendor leverage, financing relationships, and back-office support can be coordinated across the group. The operating company still stays close to its customers: same brand, same team, same local judgment, and the same owner-operator continuing to build.

The point is not to fold good businesses into one generic machine. The point is to make the support underneath the business stronger while preserving what customers already trust.

PRINCIPLES

01 **Customer trust comes first.**

02 **Be Best in Class.**

03 **Strong operators deserve stronger infrastructure.**

04 **Continuity is part of the value.**

05 **The structure should fit the owner's real goals.**

THE PROCESS

The process starts with a conversation, not a commitment.

01**FIRST CONVERSATION**

A short conversation about what the business does, what the owner wants, and whether the basic shape could fit both sides.

02**INFORMATION EXCHANGE**

The owner shares high-level financials and business context. The work should be focused, practical, and respectful of the team's time.

03**DECISION TO PROCEED**

Lightningwave responds honestly. If the fit is not right, we say so quickly.

If we don't think we can help grow the company, we can't invest.

04**OFFER AND TERMS**

If there is alignment, Lightningwave makes a written offer that typically involves a majority equity transaction: meaningful liquidity, continued ownership, and the operator staying in charge.

05**DILIGENCE AND CLOSING**

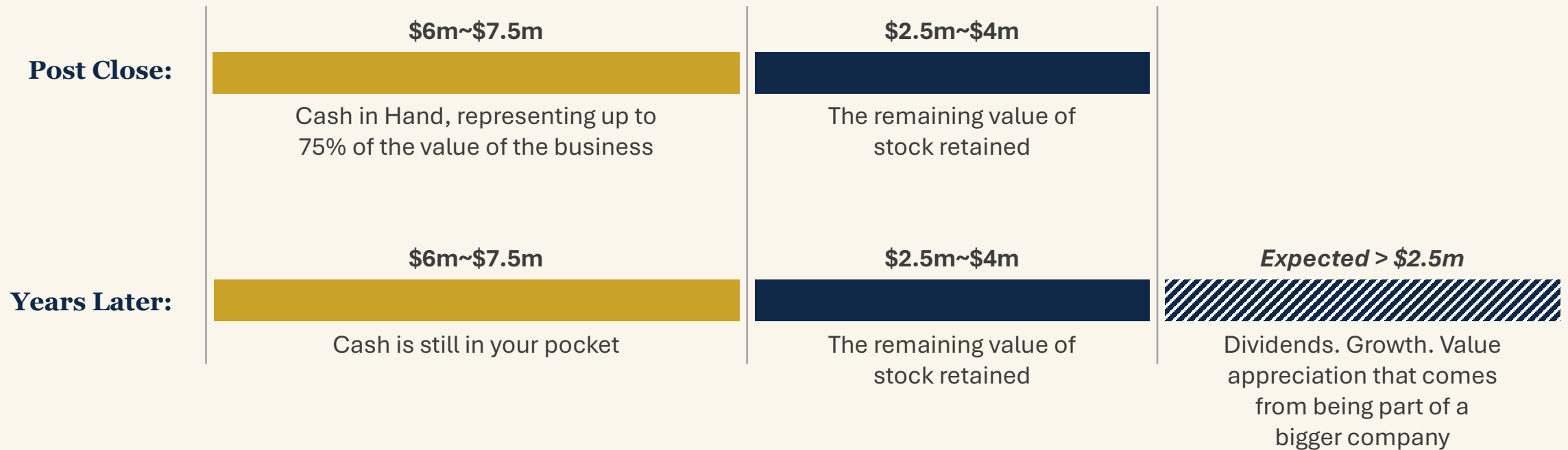
Confirmatory diligence, legal documents, and closing. The process is handled carefully, discreetly, and with respect for the owner, the team, and the sensitivity of the business.

The process respects the owner's time, the team's bandwidth, and the owner's right to walk away at any stage.

THE DEAL

A structure to keep incentives aligned on the upside.

ILLUSTRATIVE CASH & SHARES FOR A COMPANY WORTH \$10M DOLLARS



Lightningwave seeks only to participate when we see that we can create growth – and no matter what future business or financial opportunities arise, we will go after them together and equally

AUTONOMY YOU KEEP. SUPPORT YOU GAIN.

We stay out of your way. We help underneath.

STAYS CLOSE TO THE OPERATOR**You decide the day-to-day**

- Customer relationships and accounts.
- Brand identity and local reputation.
- Team, hiring, and leadership decisions.
- Service standards and quality bar.
- Day-to-day operating judgment.
- Sales approach and pricing decisions.

SHARED ACROSS THE GROUP**Supported, and major changes decided together**

- Books, reporting, and financial administration.
- HR, IT, and back-office systems.
- Addressing **liquidity**. Purchasing power and vendor terms.
- Cross-customer opportunities.
- Succession planning
- Capital and financing decisions, including further transactions

*A majority stake means real skin in the game from Lightningwave —
and the major decisions stay a real conversation between partners, never a corporate mandate.*

YOUR PEOPLE

The team that built the business stays in charge of it.

BEFORE CLOSE

We get to know the team.

- We meet the team and learn where each person's strengths are.
- Trust and real working relationships start well before close.
- For key people, we map a path to leadership — ready if succession is ever needed.

DAY ONE

Almost as if nothing changed.

- No one is installed over your people — the team is the asset.
- Same faces, same roles; ideally the day feels uneventful.
- Quiet back-office upgrades to finance and systems make jobs easier, not harder.

YEARS AFTER CLOSE

The team grows with the business.

- Better systems make reporting and performance clear and measurable.
- That visibility turns into greater opportunity and pay for strong performers.
- Homegrown talent rises up, backed by real training resources.

WORKING TOGETHER

We don't run your business. We help you grow it.

WE DO NOT FLATTEN

Each business keeps its brand, identity, and operating model.

WE DO NOT INSTALL OPERATORS

Your team stays. Successful operators and strong teams are the asset.

WE DO NOT DISRUPT CUSTOMERS

Day-to-day customer experience stays close to the people who earned the relationship.

WE INVEST IN INFRASTRUCTURE

Systems, reporting, back-office capacity, and support make growth easier.

WE ARE AVAILABLE, NOT INTRUSIVE

A real partnership cadence, not a daily corporate phone call.

WE BACK GROWTH WITH FIREPOWER

Capital, purchasing leverage, financing relationships, and operating support behind the business.

Start a conversation. The first step is simple: talk through the business, the owner's goals, and whether the fit is real.