

## PRIDES CROSSING CAPITAL

## PRIVATE CREDIT FUND SERVING SMALLER MIDDLE MARKET COMPANIES

## Contact



**Karen Liesching**  
Managing Partner  
kliesching@  
pridescrossingcapital.com  
781-716-5832



**Peter Sherwood**  
Managing Partner  
psherwood@  
pridescrossingcapital.com  
781-716-5833

## What We Do

Prides Crossing Capital (PCC) manages private investment funds that provide debt capital to smaller middle market companies. We underwrite and hold senior notes ranging in size from \$2 to \$15 million. Our capital is used to fund a variety of strategic business initiatives, including:

- Providing liquidity that enables investment in growth or expansion strategies
- Funding mergers and acquisitions
- Funding ownership changes or recapitalization plans
- Funding stock redemptions or shareholder distribution programs

## How We Do It

- We are able to deliver what we propose with certainty, because we make the investment decisions.
- Decision making, whether on an initial transaction or in the event adjustments are required mid-stream, is free from the influence of regulators and stockholders.
- The managers think like long-term investors, not traditional lenders, and approach each opportunity with the goal of facilitating value creation.
- PCC has a stable source of capital that underpins our lending activity and allows us to tailor flexible loan structures that are purposefully aligned with management's operating plan.
- The managers have extensive experience in direct investing and lending to smaller middle market companies in various stages of the business cycle.

## Borrower Profile

- PCC lends to established companies that have significant enterprise value, strong management, engaged ownership, clearly defined strategy, and offer a compelling value proposition to underlying customers.
- Portfolio companies generally have recurring or highly resilient revenue, attractive gross margins, and the ability to generate stable operating cash flow.
- PCC has funded a variety of recurring revenue business services, SaaS and other specialty software, media/communications, financial services, information management, tech-enabled services, and education and healthcare services.