

## About Halyard Capital

Halyard Capital, a New York based private equity firm with over \$600 million of capital under management, is focused on creating value within the Information and Knowledge economies. We invest in Technology-enabled Information, Data Analytics, Communications and Business Services companies. The firm specializes in middle-market leveraged buyouts, growth equity and structured equity investments. Halyard will commit up to \$40 million to individual portfolio companies. The firm has the ability to complete larger transactions utilizing its network of investment partners.

## Investment Focus

### Business Services

- Human Resources / Training
- Business Process Outsourcing
- Government / Regulation / Compliance
- Marketing / CRM
- Accounting / Finance

### Marketing Services

- Digital Analytics
- Digital Marketing
- Performance Based Marketing
- Marketing Tools and Technologies

### Infrastructure Outsourcing

- IT Services
- Data Centers
- Managed Data Services

### Education

- Digital Content / Curriculum
- Interactive Marketing / Data Analytics
- Corporate Training / LMS

### Information Services/Media

- Digital Collection and Distribution
- Digital Content
- Business Intelligence

### Healthcare Services

- Revenue Cycle Management
- Information Services
- Functional Services / Analytics
- IT Services

## Halyard Capital Team

**Robert Nolan**  
 Managing Partner  
 212-554-2144  
 rnolan@halyard.com

**Bruce Eatroff**  
 Founding Partner  
 212-554-2145  
 beatroff@halyard.com

**Jonathan Barnes**  
 Partner  
 212-554-2122  
 jbarnes@halyard.com

**Sarah Kim**  
 Managing Director  
 212-554-2194  
 skim@halyard.com

**Brendyn Grimaldi**  
 Principal  
 212-554-2131  
 bgrimaldi@halyard.com

**Kyle Grace**  
 Associate  
 212-554-2143  
 kgrace@halyard.com

**See reverse side for representative investments**

## Representative Current Investments

	Education Services	<p>Education Dynamics (<a href="http://www.educationdynamics.com">www.educationdynamics.com</a>) is a leading provider of web-based marketing, enrollment and retention products and services to post-secondary institutions. Through several of the most visible education websites, including EarnMyDegree.com, eLearners.com, GradSchools.com, and StudyAbroad.com, Education Dynamics is one of the leading providers of high-quality, school specific inquiries to colleges and universities.</p>
	Healthcare Information	<p>HCPro (<a href="http://www.hcpro.com">www.hcpro.com</a>) is the leading provider of information, educational and advisory products, services and solutions in the vital areas of compliance, regulation, and management to the U.S. Healthcare Industry. HCPro provides practical strategies and solutions through authoritative analysis, trusted interpretation, and best in class education and training. They serve Healthcare Institutions, their patients, and their communities. The Company's market leading brands include HCPro, HealthLeaders Media, and The Greeley Company.</p>
	Cable/ Broadband	<p>NuLink (<a href="http://www.nulinkdigital.com">www.nulinkdigital.com</a>) is a cable broadband platform headquartered in Newnan, Georgia, located near Atlanta. Halyard formed NuLink through the acquisition of cable assets from Newnan Utilities, a municipally-owned utility. NuLink provides basic and digital programming, high speed data and telephony services to the rapidly growing region of Coweta County, Georgia.</p>
	Healthcare Information Technology	<p>Practice Insight (<a href="http://www.practiceinsight.com">www.practiceinsight.com</a>) is a leading provider of SaaS-based revenue cycle management solutions to healthcare providers. PI's solutions automate a physician practice reimbursement workflow which assists them in reducing bad debt, shortens the collection cycle and streamlines the administrative staff needed to manage the RCM function. The application is sold to more than 32,000 physicians.</p>
	Data Analytics	<p>Datary (<a href="http://www.datamyx.com">www.datamyx.com</a>) is a database analytics, technology and information company that provides marketing solutions to customers in the mortgage, automotive, credit union, consumer services and insurance verticals. Datary products help marketers maximize their customer acquisition, cross-sell and retention-based marketing campaigns. They are the only provider of integrated marketing solutions from all three credit bureaus.</p>
	IT Infrastructure Services	<p>Digital Fortress, Inc. (<a href="http://www.dfcolo.com">www.dfcolo.com</a>) is a provider of enterprise colocation and related services to large and medium-sized enterprise customers. The Company operates two data center facilities, principally located in the Pacific Northwest, drawing on the region's low-cost, high-renewable energy content power sources. Digital Fortress specializes in serving customers with high-density power information technology applications.</p>
	HR Outsourcing	<p>OneSource Virtual (<a href="http://www.onesourcevirtual.com">www.onesourcevirtual.com</a>), a Workday partner, specializes in the deployment and delivery of the Workday platform to small- and medium-sized businesses while offering business process outsourcing services on one unified platform to companies of all sizes. OSV has a unique position in the Workday partner ecosystem with its ability to process payroll, benefits, taxes and garnishments within a customers' Workday environment. In addition, OSV provides deployment, training, and support services to Workday customers. OSV is dedicated to delivering dynamic solutions to improve its clients' business through a truly cloud-based, future-proof technology and efficient processes. Recently ranked number 54 on the list of America's Most Promising Companies by <i>Forbes</i>, OSV is changing the way organizations of all sizes leverage technology through the use of a truly cloud-based solution.</p>
<p style="text-align: center;"><b>Cyber Risk Management</b></p>	IT Security	<p>Cyber Risk Management (CRM) is a Halyard platform built with the goal of becoming a substantial IT Security business with broad service capabilities to diagnose, address, test, monitor and remediate the fundamental compliance, risk management and security needs of enterprise customers in the United States. Through partnerships and acquisitions, the platform will layer on software, managed security services and potentially certain types of devices/appliances. CRM will leverage various tools and technologies, some proprietary to the entity, to allow the business to gain operating leverage, scale and better profitability. The first acquisition in the platform is Sunera, a leading provider of business and technology risk management and consulting services. The second acquisition in the platform is ANRC, a leading provider of Cyber Security training, consulting and solutions to government institutions and other businesses.</p>
	Data and Content Marketing Services	<p>Aberdeen Group (<a href="http://www.aberdeenservices.com">www.aberdeenservices.com</a>) provides content marketing and database marketing solutions to enterprise customers in the technology industry. The company's B2B database products provide marketing and sales professionals with proprietary intelligence that powers superior prospecting and retention campaigns. Additionally, Aberdeen's integrated, research-based content products allow customers to act on this marketing intelligence with improved content and storytelling tools.</p>
	Video and Mobile Advertising Technology	<p>Jun Group (<a href="http://www.jungroup.com">www.jungroup.com</a>) is a market-leading mobile and cross-channel video advertising provider. The Company delivers targeted engagement, via a cutting-edge technology platform, with millions of consumers on smartphones, tablets and PCs on behalf of major media agencies (and their brand clients) and web publishers. The Company has served cross-channel mobile and web ad campaigns for hundreds of premium brands and also high-profile digital publishers with monetization and audience solutions. Jun Group delivers more than 22 million monthly consumer engagements with native placements in web and mobile games, social and entertainment sites and apps via deep, software development kit ("SDK")-based integration and proprietary targeting data.</p>