

# ASCEND.

THEMATIC PRIVATE EQUITY INVESTING FOCUSED ON ACCELERATING GROWTH IN THE LOWER MIDDLE-MARKET

The Harvest Ascend strategy leverages extensive investment experience across the Business and Technology Services sectors to drive differentiated platform opportunities within the lower-middle market.

The Ascend team applies a sector-first approach while seeking to partner with businesses that enable organizational scalability and business productivity, ensure compliance and, provides insights for growth.

# INVESTMENT CRITERIA.



Geographic Focus  
North America

EBITDA  
\$10 to <\$30 million

Equity Investments  
\$50-\$200 million

# BUSINESS AND TECHNOLOGY SERVICES.

## Human Capital Management

- Talent Acquisition and Onboarding
- Workforce Management and Development
- HR Administration and Outsourcing

## Data and Technology Services

- Business Intelligence and Workflow Tools
- Customer Engagement Solutions
- IT Services and Digital Transformation

## Compliance Services

- Governance, Risk Management, and Compliance
- Certification and Training
- Testing and Assessment

## Professional Services

- Corporate, Financial, and Insurance
- Healthcare Services
- Specialty Consulting

# ASCEND ESCALATE STRATEGY.

The Ascend Escalate Strategy guides post-closing value-creation strategies by emphasizing three key transformational phases:

## ORGANIZATIONAL DESIGN

- Invest in incremental C-level positions
- Drive employee engagement and incentives
- Collaboration with highly relevant independent board members

## GO-TO-MARKET ACCELERATION

- Sales and go-to-market strategy
- Sales organization
- Sales tools and reporting
- Client upsell and retention
- Product development and pricing

## BUY AND BUILD EXECUTION

- Market mapping during diligence
- Strategic expansion into new solutions, geographies, adjacent verticals
- Tuck-ins plus transformational M&A
- Detailed integration planning

Disclaimer: Past performance is not necessarily indicative of future results. This is provided for informational and illustrative purposes only and is not an offering of any kind. Although Harvest believes that it has the competitive advantages outlined above in identifying, diligencing, monitoring, consulting, improving and ultimately selling investments on behalf of its investment vehicles, there can be no guarantee that Harvest will be able to maintain such advantages over time, outperform third parties or the financial markets generally, or avoid losses.

**2023**

Inception

**19+**

Years that Co-Heads Have Worked Together

**6**

Dedicated Employees

\*As of 9/30/2023