



# *Habsburg*

C O R P O R A T E   P R O F I L E

**AN ENVIRONMENT OF  
SHARED IDEAS  
SHARED EFFORTS  
AND SHARED  
RESPONSIBILITIES**

Habsburg was founded by three individuals who wanted to create a private equity firm based on successful relationships, hard work, analysis, and the collaborative participation of all individuals. These goals and values continue to shape the way Habsburg works and thinks.

Habsburg is an early-stage and long term venture capital fund comprised of seasoned veterans and entrepreneurs from leading technology companies, who bring not only deep domain expertise, but also hands-on operating experience to the companies in our portfolio.

Habsburg investors began investing in 2000. In 2008, Habsburg's investors decided to consolidate their various investments into Habsburg based in London, United Kingdom.

Habsburg's private equity team has completed more than twenty-five investments in a broad range of industry sectors.

Habsburg has offices in London (UK), Barcelona (Spain) and Johannesburg (South Africa).

## Investment Strategy

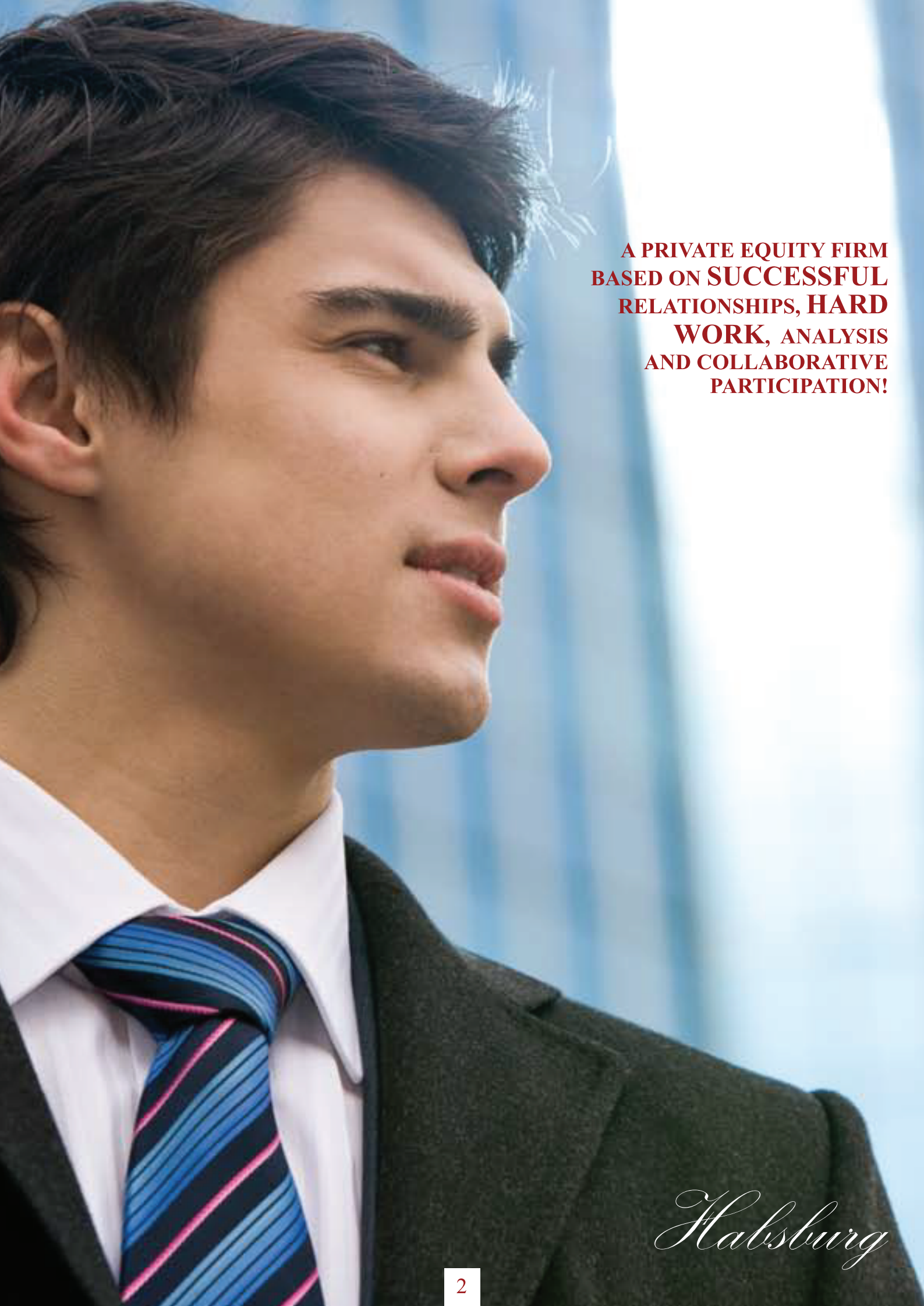
Habsburg's investment strategy is both disciplined and opportunistic. We try not to forget the guidelines that have led to past successes - but we also depart from tradition to pursue compelling opportunities. Our goal is to look for quality investment opportunities that excite us.

As a first success led to a second, and then a third, we developed a deep base of relevant industry knowledge.

We generally seek companies that are strong financial performers and market leaders, led by a highly motivated management team that wants to own, as well as run, the business.

Our preference is for companies located in industries with favourable dynamics for sustainable earnings growth which have resisted down cycles and show a compelling potential to improve margins and increase shareholder value.



A young man with dark hair, wearing a dark suit jacket, a white dress shirt, and a blue and pink striped tie, is shown in profile, looking towards the right. The background is a blurred blue and white pattern.

**A PRIVATE EQUITY FIRM  
BASED ON SUCCESSFUL  
RELATIONSHIPS, HARD  
WORK, ANALYSIS  
AND COLLABORATIVE  
PARTICIPATION!**

*Habsburg*

**DEPARTING FROM TRADITION TO PURSUE COMPELLING OPPORTUNITIES**



## Our Advantage

- Strive for honesty, fairness and uphold the highest ethical standards
- Make decisions based upon analytical rigor, open debate and logic-based judgments
- Maintain Habsburg's culture of teamwork, meritocracy and consensus decision-making
- Support the development of our staff and encourage all of our colleagues to seek balance in life
- Knowledge gained from working with our portfolio of companies
- Support the management teams of our portfolio companies with the resources needed to realize the full potential of their businesses
- Strong partnerships with key operating management in our companies
- Top quartile returns to our investors
- Operational focus of our directors
- Long term continuity of our investment staff



*Habsburg*

**AN INTIMATE KNOWLEDGE  
OF REGIONAL MARKETS WORLDWIDE  
AND DIRECT ACCESS TO INTERNATIONAL RESOURCES**



## Our Investment Team

The investment team at Habsburg is consists of more than 15 professionals, most with prior consulting or business experience.

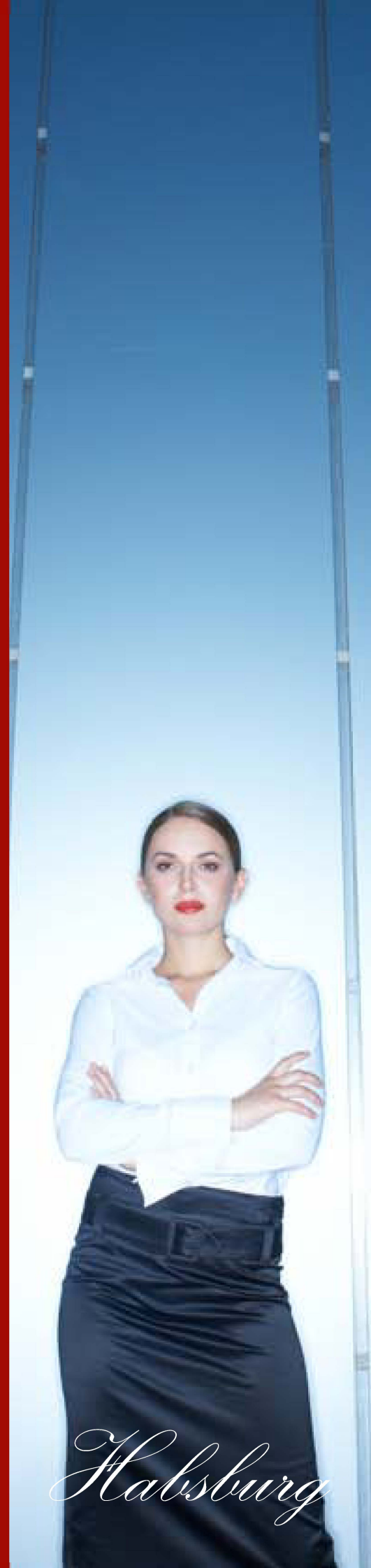
The strength and depth of Habsburg's private equity team allows the firm to pursue investments with great flexibility, moving aggressively into attractive opportunities and capitalizing on changes in the global economic landscape. Habsburg's private equity team has completed more than 25 investments in a broad range of industry sectors.

Habsburg's Directors follow a long-standing tradition of operating as a consensus-oriented partnership. This approach has enabled Habsburg to attract and retain some of the industry's most talented investment specialists, with unmatched knowledge and depth of experience in all areas of the corporate capital structure.

It also enables cross-fertilization of our professionals' expertise across different asset classes to support the overall objectives of Habsburg's investors, our portfolio companies and our people.

Habsburg has associate investment professionals strategically situated throughout the world, with headquarters in London and offices in Barcelona and Johannesburg.

Our organization size and scope allow for an intimate knowledge of regional markets worldwide and direct access to international resources, uncovering investment opportunities that can only be identified with the help of an active global network.



*Habsburg*

**South Africa:**

**Sandton**

Katherine & West  
4th Floor, Unit 28  
114 West Street  
+27 11 506 8600

**Cape Town**

Granger Bay Court  
Beach Road  
Western Cape  
+27 21 410 7600

**USA:**

**London**

No. 1 Cornhill  
EC3V 3ND  
+44 20 328 62700

**Spain:**

**Barcelona**

Paseo de los Tilos 21  
BCN, 08034  
+34 93 205 1980