



brandpoint
SERVICES.

Stout Private Company Conference

October 2025



Introductions



John St. Pierre

Co-Founder & Chairman

- Co-founded BrandPoint in 2003, currently serves as Chairman
- Prior to co-founding the Company, John served as President of WorldAtMyDoor.com and Vice President of Sales at HandymanOnline.com
- B.S. in Accounting, University of Southern Maine



Steve Hearon

President

- Joined BrandPoint as President in 2012
- Prior to joining the Company, Steve served as Vice President of Franchise Development at CertaPro Painters and Director of Operations at AAMCO Transmissions
- B.S.B.A. in Management, Bucknell University

BrandPoint At-A-Glance



Key Statistics		Company Overview
Headquarters	Trooper, PA	<ul style="list-style-type: none"> BrandPoint is a leading nationwide provider of facility services, including preventative and reactive maintenance and remodeling & refresh programs, focused on serving multi-site clients across diverse markets, such as grocery, senior living, retail, restaurants, convenience stores, healthcare, and others
Year Founded	2003	<ul style="list-style-type: none"> The Company serves its client base through a hybrid vendor-managed and self-perform model, enabling it to be a one-stop-shop partner for 24/7 service nationwide
Revenue (2025E)	\$100M	<ul style="list-style-type: none"> The combination of BrandPoint's breadth of service and geographic reach along with its tech-enabled business intelligence capabilities create a differentiated value proposition that has allowed the Company to firmly establish itself in the market
EBITDA Margin (2025E)	~10%	<ul style="list-style-type: none"> BrandPoint has a track record of strong, profitable historical growth with runway ahead to execute on meaningful growth initiatives
Locations Served	16,000+	
3rd Party Vendors	3,000+	
Annual Workorders	55,000+	

Extensive Capabilities...

Fixtures

Refresh

Facility Maintenance & Digital Signage

...To Serve Blue-Chip Clients...

...Across Diverse End Markets

Grocery

Retail

Restaurants

Convenience Stores

Senior Living

Banking

Healthcare

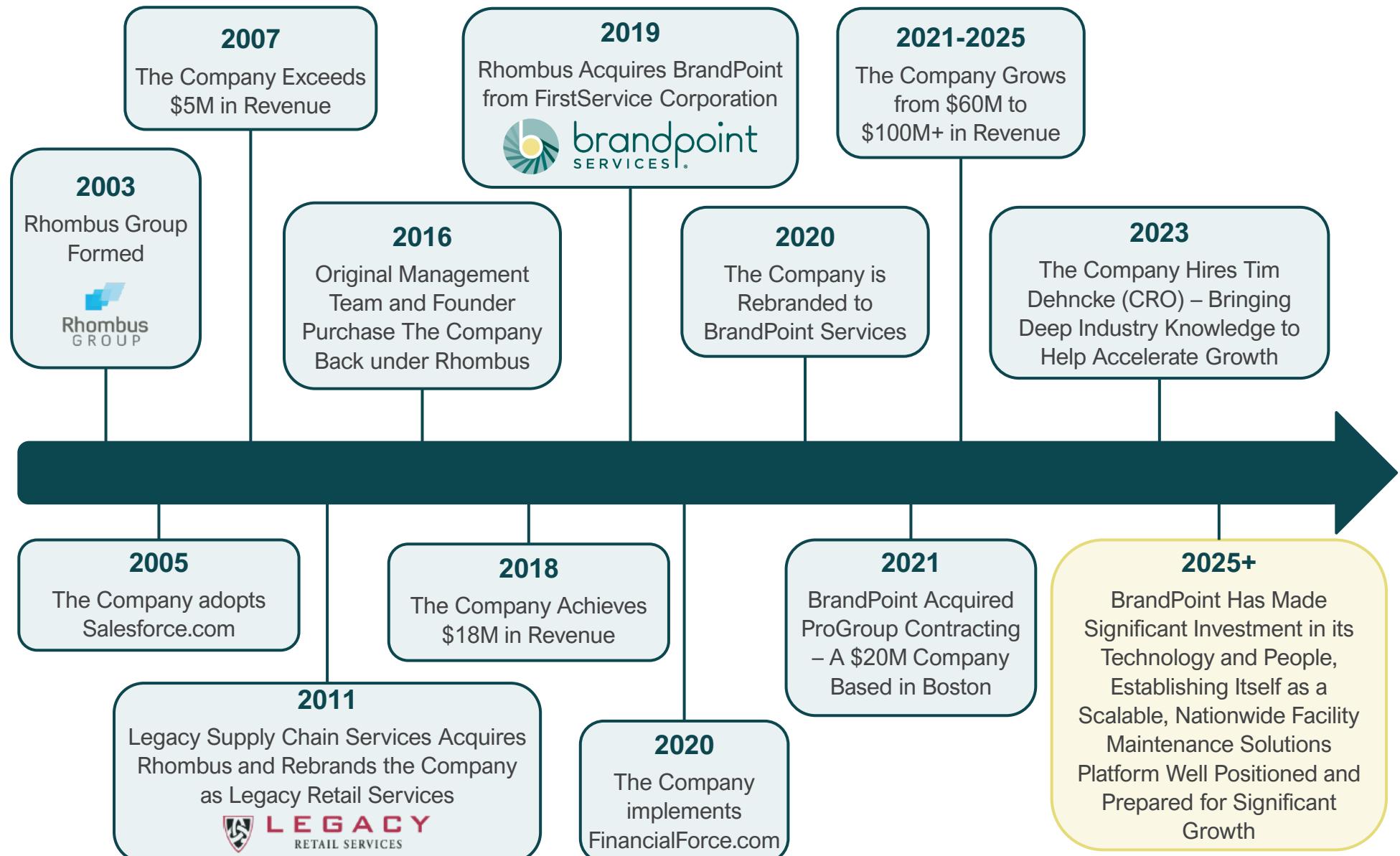
Multi-Family

Entertainment

BrandPoint's Evolution



Since its foundation in 2003, the Company has purposefully built the business to provide an unmatched value proposition to national clients that require solutions for their most time sensitive needs



Comprehensive, One-Stop-Shop Solution Offering



BrandPoint offers a comprehensive suite of facility services, including reactive and preventative maintenance and refresh & remodel work, delivered through an attractive and flexible hybrid service model

Comprehensive Solution Offering

Fixtures

- Product Maintenance & Cycle Work
- Seasonal Surge
- Category Updates
- Continuity Coverage
- In-store staffing support
- Backroom services
- POS Placement
- Millwork
- Graphics
- Security Devices
- Displays
- Surveys
- Resets
- Remodels
- New Store Builds

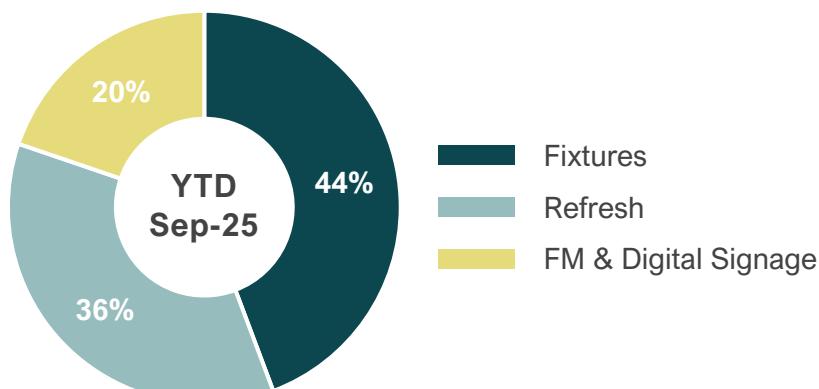
Refresh

- Rebranding / debranding
- Interior / exterior painting
- Ceiling restorations
- Bathroom upgrades & remodels
- Power washing
- Line striping
- Hard & soft flooring
- Wood refinishing

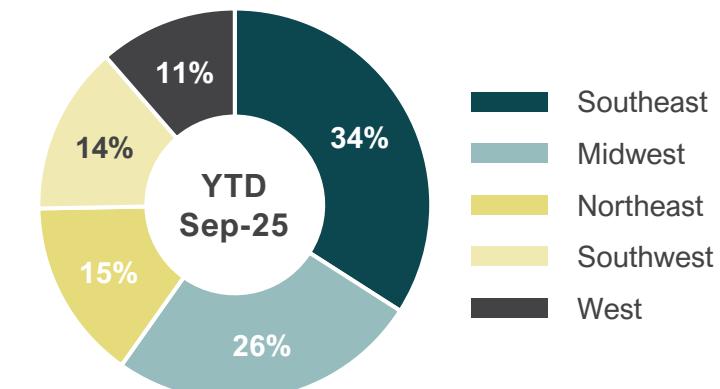
Facility Maintenance & Digital Signage

- Building interior / exterior
- Carpenter / handyman
- Site surveys
- Permitting
- Warehousing & logistics
- Kiosks
- Locks & Hardware
- Environmental Services
- Disaster recovery
- Glass
- Digital Signage

Revenue by Division



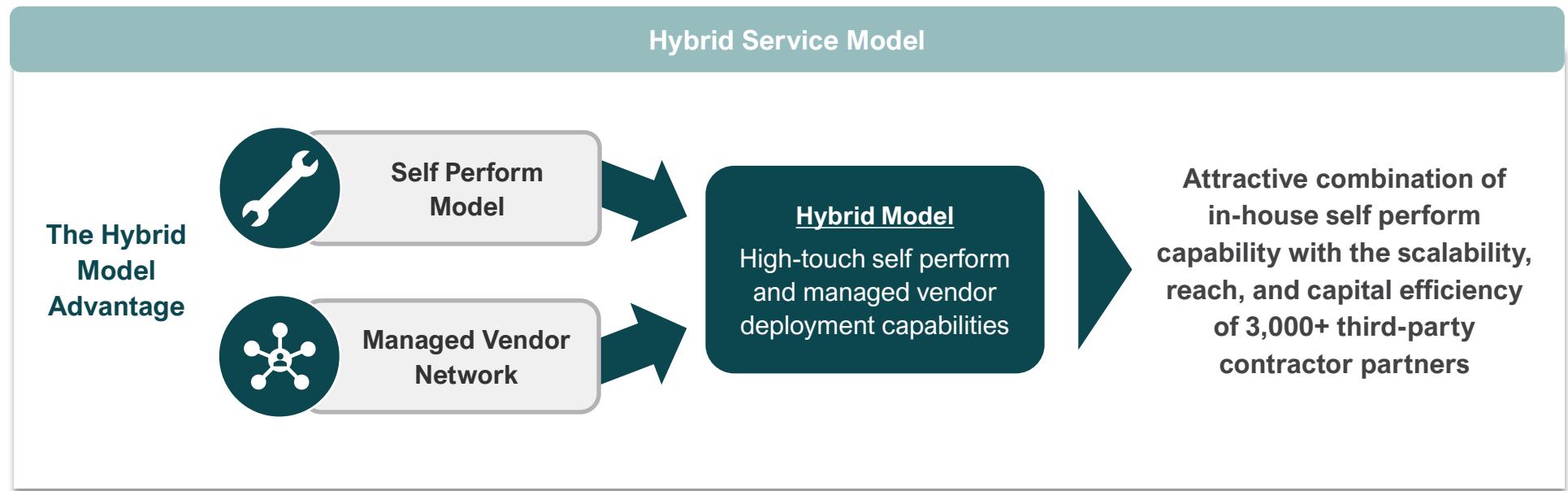
Revenue by Region



Asset-Light, Hybrid Service Model



BrandPoint leverages an attractive, hybrid service model that maximizes the competitive advantages of traditional self perform and managed vendor network models, while mitigating typical pain points associated with each



Integrated, Technology-Forward Approach

BrandPoint maintains an elegant, tech-enabled service platform to streamline client order entry, vendor selection, dispatch, and execution of service, providing a range of additional benefits to the Company:

- | | | | |
|---------------------|------------------------|---------------|----------------------------------|
| ✓ Vendor Management | ✓ Bids | ✓ Tasks | ✓ Proprietary Maintenance Portal |
| ✓ 3D Video Imaging | ✓ In-House Call Center | ✓ RFI's | ✓ BPS Field Proprietary App |
| ✓ Surveys | ✓ Field Reports | ✓ Punch Lists | |

Impressive and Scalable Tech Stack



BrandPoint utilizes its robust tech stack to manage work order execution, communicate with clients, and drive efficiency across the business, well positioning the platform for continued growth

Integrated Use of Salesforce



BrandPoint has effectively scaled and built its operations around Salesforce, integrating it with its vendor management platform, allowing for real-time insights and client management

Financial Management



The Company's investment in Certinia, a cloud-based ERP tightly integrated with the Salesforce CRM, provides key financial insights required to drive growth

Workorder Management



The Company's proprietary subcontractor application allows for efficient communication with, and management of, its extensive third-party vendor network

Client Management



BrandPoint's all-inclusive and interactive client portal allows clients to view a variety of metrics, increasing the Company's stickiness with clients and highlighting its top tier performance and efficiency

Attractive Revenue Base Serving Leading Blue-Chip Clients



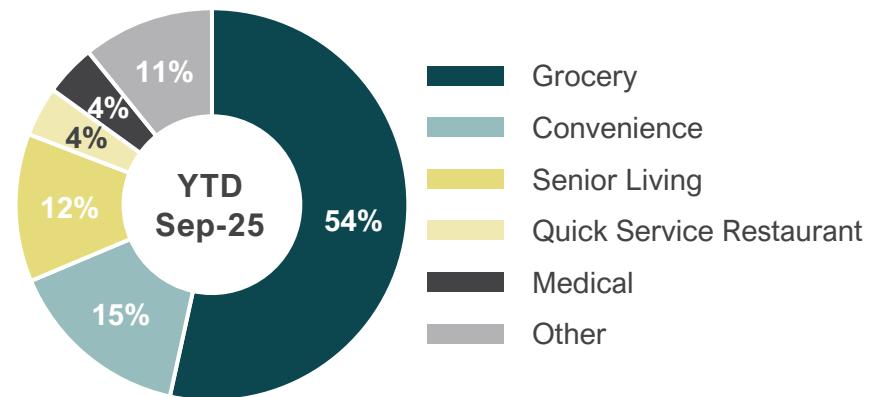
Significant diversity across all facets of BrandPoint's platform provides a stable source of consistent revenue while also supporting strong, sustainable growth with limited downside risk

Broad Geographic Reach



Currently Serving Clients Across All 50 States

Revenue by End Market



Representative Clients



Strong Management Team Supported by Deep Bench of Talent



BrandPoint is led by an experienced management team leveraging a wealth of industry knowledge and a successful track record fostering strategic relationships with vendors and clients

Impressive Senior Leadership Team



Michael Hersh

CEO

YOE: 18+ Years

Tenure: 18+ Years



Steve Hearon

President

YOE: 20+ Years

Tenure: 13+ Years



Will Nelson

COO

YOE: 12+ Years

Tenure: 12+ Years



Tim Dehncke

CRO

YOE: 23+ Years

Tenure: ~2 Years



Joann Ruff

CIO

YOE: 24+ Years

Tenure: 3+ Years



Ryan Cheeseman

SVP of Operations

YOE: 21+ Years

Tenure: 12+ Years



Jack Parsons

Controller

YOE: 5+ Years

Tenure: 5+ Years



Kyle Weber

VP Fixtures & Merchandising

YOE: 24+ Years

Tenure: 4+ Years

Management Experience



Growth Opportunities



BrandPoint is a highly attractive platform primed for continued growth through multiple identified and highly actionable vectors and growth opportunities



Significant White Space for Geographic Expansion in New and Underserved Markets

International expansion, primarily focused in Canada

Other underpenetrated geographic regions in the United States (e.g., rural, underpenetrated metro areas, etc.)



Wallet Share Growth with Key Existing Clients and The Addition of New Large, Multi-Site Accounts

Growth in the number of client locations served for large underpenetrated existing accounts

Cross-sell opportunities across full suite of services



Service Line Expansion and The Addition of New, Complementary Service Offerings and Capabilities

Further growth in complementary services currently offered (e.g., pest control, fire & life safety, snow removal, etc.)

Supplement already extensive vendor network to include specialized services



Significant Opportunity for Strategic M&A in a Large, Highly Fragmented Market

Large and highly fragmented facility maintenance services market with hundreds of smaller companies lacking scale presents ample opportunities for a strategic acquisitions

Ideal, scaled platform for supplementing organic growth with robust acquisition-driven expansion

Investment Highlights



The brandpoint SERVICES. Opportunity

1

Optimal Business Model Delivering Comprehensive Solution Offering and Best-In-Class Service

2

Provider of Non-Discretionary, Mission-Critical Services to Many Nationwide, Multi-Site Customers

3

Significant Business Diversity Across Services Types, Customers, and End Markets

4

Extensive Geographic Reach, Providing Services to 16,000 Locations Annually with Presence in All 50 States

5

Strong Management Team Supported by Deep Bench of Talent

6

Significant Runway Remaining for Additional Growth Through Organic and Inorganic Opportunities

7

Attractive Financial Profile With High Free Cash Flow Conversion