



Preferred Relationship for Norwest Portfolio Companies

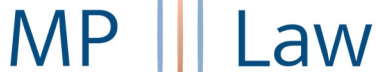
Offering 20%
discount for
outside legal
counsel work
of Norwest
portfolio
companies

MP Law is a boutique corporate law firm with a focus on strategic transactions, equity investments and general corporate matters. MP Law is ready to assist Norwest portfolio companies with the following legal needs:

- M&A transactions and corporate financings, including pre-transactional work such as structuring and process management
- Management of equity securities, including grant, repurchase or redemption of incentive equity, or equity transfers
- Drafting or revising corporate documents including charter, bylaws, investment documents or stockholder agreements
- Commercial contracts such as leases, NDAs, service or vendor agreements (including MSAs and T&Cs), licenses, and contract disputes
- Employment matters including drafting and negotiating employment agreements, managing terminations and preparing severance agreements

We provide competitive pricing and a commercial approach to complex legal matters

Please reach out to Alex Purtill, at alex.purtill@mp-llp.com



MP Law brings the skill, expertise and service-oriented approach associated with a top national firm to its boutique practice and provides sophisticated counsel to execute complex M&A and other corporate transactions smoothly and efficiently.

“The sale of any business can be complex. Our choice of Keenan McCullough to represent us in our transaction was key to the success of our sale. Keenan’s combination of skill and experience got us through the inevitable difficulties that arise in a sale like ours. We were fortunate to have been so well represented.”

- David Ehreth, Founder and CEO, Alexander Valley Gourmet, LLC, Sonoma Brinery

ABOUT MP LAW

MP Law is a boutique transactional law firm with a focus on serving financial sponsors and their portfolio companies in M&A transactions, minority investments and “outsourced GC” services.

MP Law takes a lean, commercial approach to all aspects of its transaction practice and as a result we are often engaged early to assist with structure and key deal terms. At MP Law, we achieve our client’s goals through a pragmatic approach, supported by deep experience and strong negotiation skills. We work with cutting-edge technology and other best-in-class experts to deliver quick and clear advice focused on material issues.

When advising sponsor clients and their portfolio companies we maintain a dual perspective; to facilitate operating company growth and to promote broader fund goals.

At MP Law you will have a single point of contact who understands all aspects of your deal, and who works seamlessly with your team and key advisors. We create additional efficiencies when partnering with deal teams across multiple engagements by developing strong relationships with management teams and acquiring a genuine understanding of their strategic goals. We are also a valuable resource to management teams for other corporate legal matters that come up between transactions, acting as an external legal function on an as-needed basis.

KEENAN McCULLOUGH

Keenan McCullough has deep experience advising private equity and strategic clients on M&A transactions across a wide variety of industries, including consumer products, food and beverage, entertainment and digital media, automotive, and technology.

Prior to founding MP Law, Keenan worked in the Private Equity and M&A group at Weil, Gotshal & Manges LLP, where he advised on transactions ranging in size from less than \$10M to \$20B+ and then at a regional law firm where he established a practice counseling large sponsors and their portfolio companies in a broad range of domestic and cross-border transactions.

Keenan is also a Certified Public Accountant and possesses the tax, accounting and financial literacy required to be a key advisor to his clients.

REPRESENTATIVE TRANSACTIONS

Keenan's experience includes representing:

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- **Trive Capital** in numerous transactions, including:
 - the acquisitions by portfolio company Streamland Media of Finalé Post Production, Clatter & Din and Noiseworks
 - the acquisition by portfolio company Oscar W. Larson Company of Cox Service Station Maintenance
- **TPG** in various transactions, including:
 - the acquisitions by portfolio company Keter Environmental Services of Link International and M-PASS Environmental
 - its investment in Reflexion Medical
- **Technology Crossover Ventures** in various transactions, including its investments in Peloton and OneSource Virtual
- **Walmart** in its acquisition of Bonobos
- **Apple** in its acquisitions of several privately held companies
- **Silver Lake** in its investment in ForeFlight
- Various **Genstar portfolio companies** in numerous transactions
- **Sonoma Brinery** in its sale to Cleveland Kitchen
- **Pyschotherapy.net** in its sale to NexPhase Capital
- **McLeas Tire and Automotive** in its sale to AAA of Northern California

ALEX PURTILL

Alex Purtill represents financial and strategic clients in a variety of acquisition and restructuring transactions, including mergers and acquisitions, divestitures, joint ventures, growth equity and venture capital investments and recapitalizations.

Before founding MP Law, Alex was counsel in the Private Equity group at Weil, Gotshal & Manges LLP, where he led domestic and cross-border transactions in a broad array of industries, including consumer products, software as a service, industrials, automobile, aerospace, retail, financial services, semiconductor chip manufacturing and others.

REPRESENTATIVE TRANSACTIONS

Alex's experience includes representing:

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- **Trive Capital** in numerous transactions, including:
 - The acquisitions of Picture Head (now Streamland Media) and Valor Healthcare, Inc
 - The acquisition by portfolio company Valor Healthcare of The Robbins Group
 - The acquisition by portfolio company Valence Surface Technologies of the surface and finishing business of Triumph Group, and the later sale of Valence Surface Technologies
- **Technology Crossover Ventures** in various transactions, including:
 - its acquisition and later sale of SaaS experience management company Sitecore Corporation A/S (Denmark) to EQT VII
 - its sale of Silver Peak Systems, Inc.
 - its sale of a majority stake in Merkle Group Inc. to Dentsu Aegis Network Ltd.
 - its sale of Dollar Shave Club, Inc. to Conopco, Inc.
- **Genstar Capital** in numerous transactions, including:
 - The acquisitions of platform companies Marcone Appliance Parts Center, Arrowhead Engineered Products, Infinite Electronics, Power Products, Ohio Transmission Corporation, Truck-Lite Company, and Orion Advisor Solutions
 - The sales of platform companies Infinite Electronics, Power Products and ECM Industries
- Various **Genstar portfolio companies** in numerous transactions