

Press Pack



July 2011

Q1: Who is Ironbridge?

Ironbridge is a leading independent private equity group in Australia and New Zealand.

Q2: What is Ironbridge's investment focus?

We advise funds that invest in private equity investment opportunities with an enterprise value of between A\$100 million and A\$500 million.

We specialise in the healthcare, financial services, outsourced services and consumer sectors.

Q3: What is Ironbridge's investment criteria?

Ironbridge seeks investment opportunities where:

- Economic, social or demographic factors support growth.
- There is an opportunity for the company to become a market leader.
- There is potential for both strong and sustained organic growth in revenue and profitability together with the opportunity to grow the business through acquisition.
- There is an opportunity to generate material value on exit as a result of enhancing scale and profitability.
- Management is receptive to Ironbridge playing an active role in all aspects of company development.

Q4: When was Ironbridge established?

Ironbridge was established in 2003.

Q5: Who are the key people at Ironbridge?

Ironbridge has eight Partners and four Directors

Neil Broekhuizen

Joint Chief Executive Officer and Founding Partner

Neil is the Joint Chief Executive Officer of Ironbridge and co-leads Investment and Portfolio Management activities with Greg Ruddock. Neil has 17 years of private equity experience with Investcorp and Bridgepoint in Europe, where he was a Partner, and with GPEL and Ironbridge in Australia.

Greg Ruddock

Joint Chief Executive Officer and Founding Partner

Greg is the Joint Chief Executive Officer of Ironbridge and co-leads Investment and Portfolio Management activities with Neil Broekhuizen. Greg has 12 years of private equity experience with GPEL and Ironbridge.

Paul Evans

Chief Operating Officer and Founding Partner

Paul is the Chief Operating Officer of Ironbridge and is responsible for investor reporting, finance and administration. Paul has 19 years of private equity experience with 3i in the UK and with AMP, GPEL and Ironbridge in Australia.

Julian Knights

Founding Partner

Julian is a Founding Partner of Ironbridge and leads Ironbridge's Investor Relations and Strategic Development activities. Julian has 13 years of private equity experience with GPEL and Ironbridge and 17 years investment banking experience.

Mike Hill

Partner

Mike has ten years of M&A advisory experience working in Sydney and London. Mike was made a Partner of Ernst & Young and a Director of Ernst & Young Transaction Advisory Services Limited in 2004 before joining Ironbridge in January 2005. At Ernst & Young, he acted as lead financial advisor on a wide variety of M&A transactions across a broad range of industries.

Joshua McKean

Partner

Josh has seven years of private equity experience including a period with CVC Asia Pacific in Sydney and with Cashcard, a GPEF portfolio company. At JP Morgan, Josh helped establish their Small Caps M&A and Financial Sponsors practice in Sydney. Having advised on the merger of GPEF investee EBS with Cashcard, Josh joined Cashcard as Business Development Manager.

John Russell

Partner

John has eight years private equity experience with Catalyst Investment Managers and Ironbridge. Prior to joining Catalyst in 2003 he worked with LEK Consulting and during four years with the firm advised clients in London, Australia and the broader Asia-Pacific region on business strategy and mergers and acquisitions.

Kerry McIntosh

New Zealand Operational Partner

Kerry has seven years of private equity experience with Ironbridge and 13 years of investment banking experience with Credit Suisse First Boston ("CSFB"), whom he joined in Wellington, New Zealand, in 1991.

Q6: How much capital has the Ironbridge funds raised?

Ironbridge Fund I and Fund II have raised over A\$1.5 billion of committed capital from investors, the ranks of which include superannuation and pension funds, wholesale and retail trusts and insurance companies.

Q7: What does the Ironbridge funds' portfolio look like?

Current Investments include:



Barbeques Galore

Sector	Consumer and Retail
Industry	Specialist Retailer of Barbeques
Location	Australia and USA
Investment Date	October 2005
Original Deal Size	A\$88m



Bravura Solutions

Sector	Financial Services
Industry	Financial Services Software and Services
Location	Australia, Asia and Europe
Investment Date	September 2009



EnviroWaste

Sector	Outsourced Services
Industry	Waste Management
Location	New Zealand
Investment Date	April 2007
Original Deal Size	NZ\$259m



FleetPartners

Sector	Financial Services
Industry	Fleet Leasing
Location	Australia and New Zealand
Investment Date	September 2008



Global Renewables

Sector	Outsourced Services
Industry	Alternative Waste Treatment
Location	Australia
Investment Date	December 2010
Original Deal Size	A\$57m



Healthbridge

Sector	Healthcare
Industry	Specialist Diagnostics and Day Surgery
Location	Australia and New Zealand
Investment Date	October 2008
Original Deal Size	A\$93.4m



iNova Pharmaceuticals

Sector	Healthcare
Industry	Pharmaceuticals
Location	Asia Pacific and Africa
Investment Date	December 2006
Original Deal Size	A\$451m

MediaWorks

Sector	Consumer and Retail
Industry	Integrated Media
Location	New Zealand
Investment Date	June 2007

Super A-mart

Sector	Consumer and Retail
Industry	Furniture and Bedding Retailer
Location	Australia and USA
Investment Date	June 2006
Original Deal Size	A\$478m