



CIBC U.S. Middle Market Investment Banking

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CIBC ADVISES IDENTITI RESOURCES ON ITS PARTNERSHIP WITH KEYSTONE CAPITAL

Milwaukee, Wisconsin, August 16, 2023 – CIBC is pleased to announce that its client, Identiti Resources Ltd. (“Identiti” or the “Company”), has partnered with Keystone Capital Management, L.P. (“Keystone”) with the Sicher family retaining a significant ownership stake in the Company and continuing to lead Identiti. CIBC acted as exclusive financial advisor to Identiti in this transaction.

Identiti Resources Ltd. is a market leader in signage program management, maintenance, and related facility services. Identiti provides its services and maintenance programs to growing, national blue-chip customers in the telecommunications, electronics, healthcare, pharmacy, automotive, financial services, retail, and restaurant markets.

Keystone Managing Director Jason Van Zant stated, “We are very impressed with what the Sicher family has accomplished and Identiti aligns well with Keystone’s experience in the facility and “built environment” services industries. We are proud to be partnering with Michael and Zack and look forward to further building on Identiti’s successful legacy.”

Michael Sicher, Identiti CEO and co-owner stated, “We believe we found an ideal partner in Keystone because the firm aligns perfectly with our culture and they have a successful track record in buy-and-build strategies in the facilities services industry.”

Zack Sicher, Identiti Chief Administrative Officer and co-owner stated, “This partnership will allow Identiti to capitalize on the immense opportunity for growth and consolidation that exists in our industry and broader facility services, which is something we desire to lead. We are looking forward to executing on that opportunity in partnership with Keystone.”

CIBC Managing Director Ryan Chimenti commented, “It has been an honor to help the Sicher’s with strategic guidance over the last six years as Michael and Zack built Identiti into a sophisticated growth platform. The opportunity to partner with Keystone surfaced at the perfect time for Michael and Zack as they entered their next phase of growth through M&A. I am excited to see the growth that the Sicher’s and Keystone will achieve together over the next five to ten years.”

About Identiti Resources Ltd.

Co-founded by Larry Sicher in 1991 as a local sign and service agent, Identiti Resources (www.identiti.net) has been focused on excellence in customer service and communication since its inception. Now led by brothers Michael and Zack Sicher, the Company has grown to become a national provider of exterior and interior signage, graphics, and maintenance services, with a network of award-winning installation partners. True to its original philosophy, Identiti continues to build on its original vision through an unwavering commitment to people and processes, and to providing best-in-class products and services from its headquarters in Schaumburg, Illinois.

About Keystone Capital Management, L.P.

Keystone Capital Management, L.P. (www.keystonecapital.com) was founded in 1994 by Kent Dauten and Scott Gwilliam. Keystone has historically operated as an entrepreneurial holding company, utilizing the personal capital of its partners to acquire high quality, market-leading businesses. Today, Keystone is investing from a \$420 million institutional fund. The Keystone principals, collectively, represent the largest single investor in the fund to create alignment among all stakeholders in Keystone's investments. Over the course of its history, Keystone has completed over 110 acquisitions across a wide range of sectors including engineering & technical services, tech-enabled services, commercial services & engineered products, and food & beverage manufacturing. Keystone intends to continue the strategy it has employed over the past 27 years with the goal of creating long-term value by creatively building great businesses in partnership with management teams and existing owner-operators.

About CIBC U.S. Middle Market Investment Banking

The CIBC US Middle Market Investment Banking team advises private companies, private equity funds, and corporations on mergers & acquisitions, private debt and equity capital raises, and other transactions. The team has extensive experience in the industrial, consumer, business & industrial services, software & technology, and healthcare sectors.

About CIBC

CIBC (www.cibc.com) is a leading North American financial institution with 13 million personal banking, business, public sector, and institutional clients using a platform that offers personal and small business banking, commercial banking, wealth management, and access to the capital markets. CIBC offers a full range of advice, solutions, and services through its leading digital banking network, and has locations across Canada, the United States and around the world. CIBC capital markets provides integrated global markets products and services, investment banking advisory and execution, corporate banking and top-ranked research to corporate, government and institutional clients around the world.

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