

NORTH BRANCH CAPITAL

North Branch Continues Home Services Expansion into Ohio *Heartland Home Services adds Blind & Sons and Superior Drainage*

Oak Brook, Illinois – October 7, 2020



North Branch Capital (“North Branch”) announced today that its portfolio company, Heartland Home Services, has added Blind & Sons (“Blind”) and Superior Drainage (“Superior”) to its collection of high quality home services brands in the Midwest. Headquartered in Barberton and Akron, Ohio, Blind and Superior are the largest providers of non-discretionary, residential HVAC replacement and maintenance, plumbing and electrical services in Northeast Ohio.

“We are thrilled to partner with the Blind and Superior management teams and further expand into the state of Ohio,” said Jon Leiman, Partner at North Branch. “Each organization has an outstanding reputation in their market in addition to a unique training program that facilitates the development of versatile technicians across the HVAC, plumbing and electrical trades. Blind and Superior have grown rapidly in recent years and their continued growth in 2020 is a

testament to each company’s culture and employees.”

“The best practice sharing with our other strong Midwest based brands at Heartland Home Services will be invaluable to the Blind and Superior organizations,” said Bill Viveen, CEO of Heartland. “Heartland has a unique model combining technology with improved purchasing and sales & marketing efforts that results in better overall growth opportunities. Blind and Superior have bright futures and we could not be more excited for our leadership team and employees.”

Blind and Superior mark North Branch’s fifteenth and sixteenth transactions completed since launching in 2014. Katten Muchin Rosenman LLP served as legal counsel to Heartland and North Branch. To learn more about Blind & Sons, visit www.blindandsons.com. To learn more about Superior Drainage, visit www.superiordrain.com.

About Heartland Home Services

Heartland Home Services is the leading provider of non-discretionary, residential HVAC replacement and maintenance, plumbing and electrical services in the Midwest. The company currently maintains seven brands operating across four states. To learn more about Heartland Home Services, visit www.heartlandhomeservices.com.

About North Branch Capital

North Branch Capital (www.northbranchcap.com) is a lower middle market private equity firm, based in Oak Brook, IL, with a long history of investing alongside and partnering with management teams in industrial businesses. We specifically target businesses that lead with engineering excellence or value-added services in order to solve complex customer problems. We seek partnerships with strong leadership teams driving tremendous cultures, and we are much more than a source of capital or liquidity. With 50 years of collective operating experience, our collaboration with management teams is unique. This experience comes from the Partners of North Branch, not a network of executives or consultants.