



FAIRFIELD-MAXWELL

About Fairfield-Maxwell Ltd.

Fairfield-Maxwell Ltd. (FML) is a privately held 3rd generation family office that successfully buys, builds, and grows companies spanning industries and geographies through long-term capital investments. FML partners with other family-owned businesses, business owners, and management teams to grow exceptional businesses using a long-term approach to steadily grow earnings into the future. Fairfield provides management and operational expertise, as well as a permanent capital base.

Platform Investment Criteria

Financial Attributes:

- EBITDA: \$5 - \$25 million
- Gross margin > 25%
- Low capex
- History of positive cash flow
- ROIC > 15%

Industry Focus:

- Industrial/Manufacturing/Services
- Medical Devices/Healthcare
- Transportation/Logistics
- Financial Services

For further information visit the website at:
www.fairfield.com

FAIRFIELD-MAXWELL LTD. INVESTS IN NORTH SHORE NEON SIGN CO., LLC.

New York, N.Y. Fairfield-Maxwell Ltd. (FML) has closed on an investment in North Shore Neon Sign Co., LLC (North Shore), a leader in the fabrication and installation of outdoor signage with focus on complex, large digital billboards. North Shore's turnkey capabilities in design, permitting, manufacturing, electrical, and maintenance distinguish North Shore from its competitors and ensures customer projects are managed from concept to completion. This investment establishes a partnership with the Brown family, the founders and owners of North Shore for over 65 years.

The transaction with North Shore is a key part of FML's strategy to diversify its group of operating companies by establishing partnerships with other family-owned businesses. The Brown family founded North Shore in 1954 and grew the company into one of today's leaders in signage design, manufacturing, and installation. North Shore has completed some of the largest and most iconic digital billboards in the world, including the 28,000 square foot installation at the Times Square Marriott Marquis Hotel - the largest ever when completed in 2014 and equivalent to a full city block wide and nearly nine stories tall.

About North Shore Neon Sign Co., LLC

Privately held North Shore was founded in 1954 and has been continually owned and operated by the Brown family. With deep expertise in signage design, manufacturing, and installation, North Shore has been a trusted and experienced supplier to the out of home advertising industry. With a strong reputation as a leader in this market, North Shore has participated in some of the most iconic and complex projects in the world. www.northshoreneon.com/.

***NORTH SHORE
NEON SIGN CO.***

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