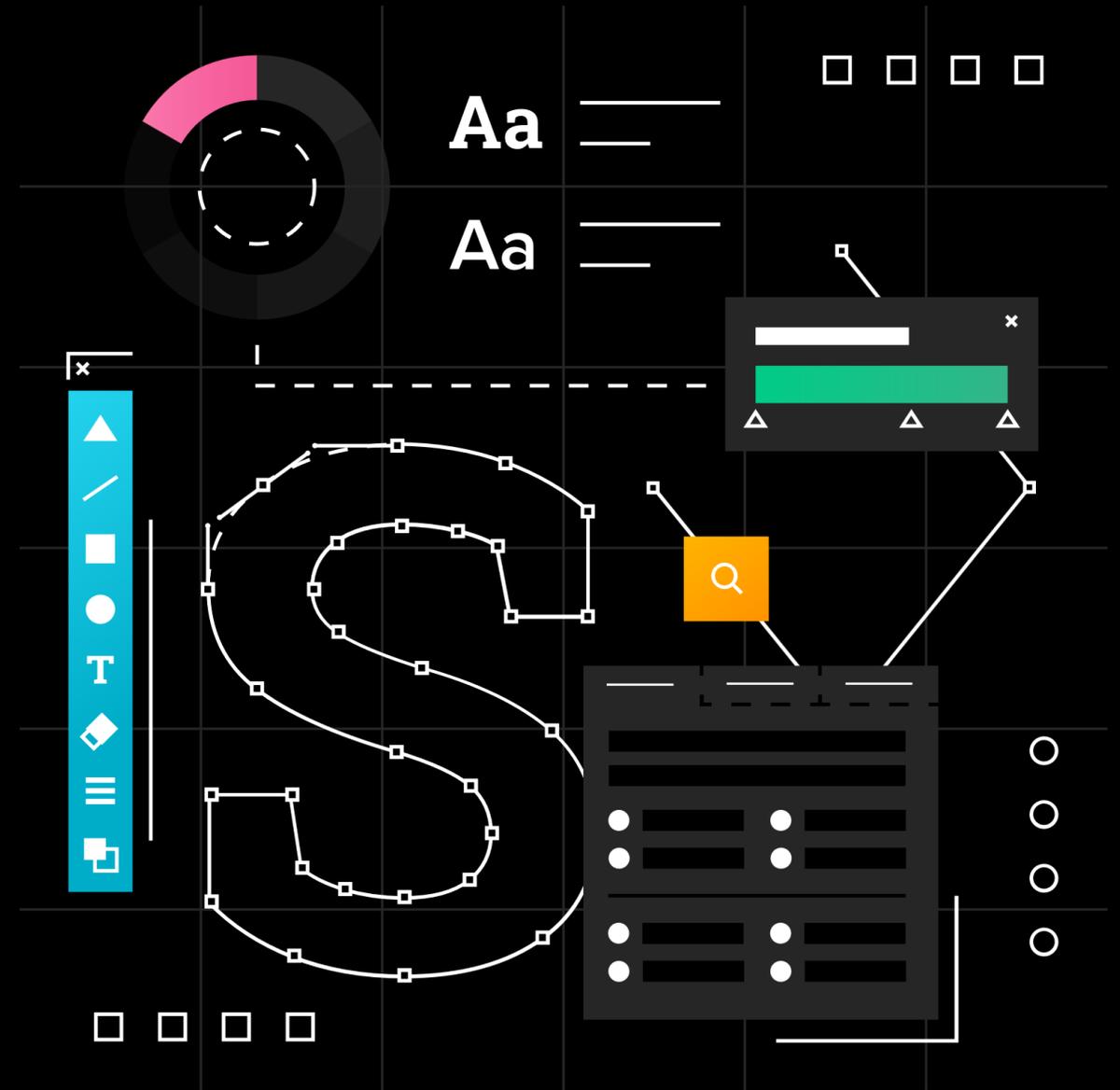




Turning Marketing Into Enterprise Value: Lessons from the M&A and PE Frontlines

March 4, 2026



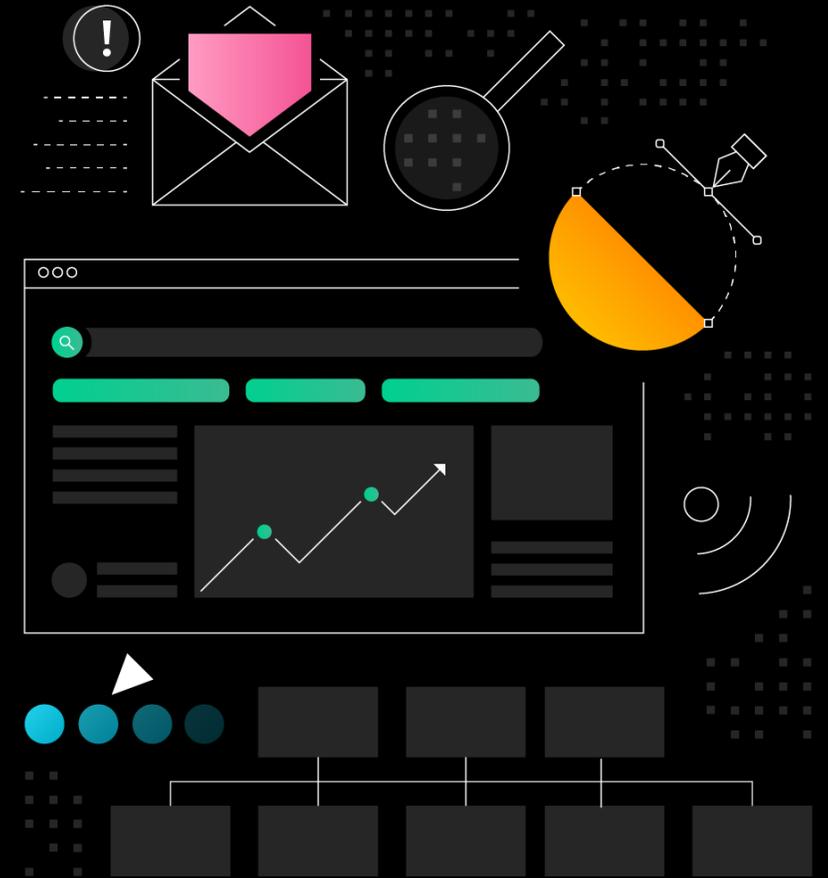
Agenda

- Who we are
- The shift in PE-backed companies
- The playbook: four layers that create enterprise value
- A tool you can use Monday morning

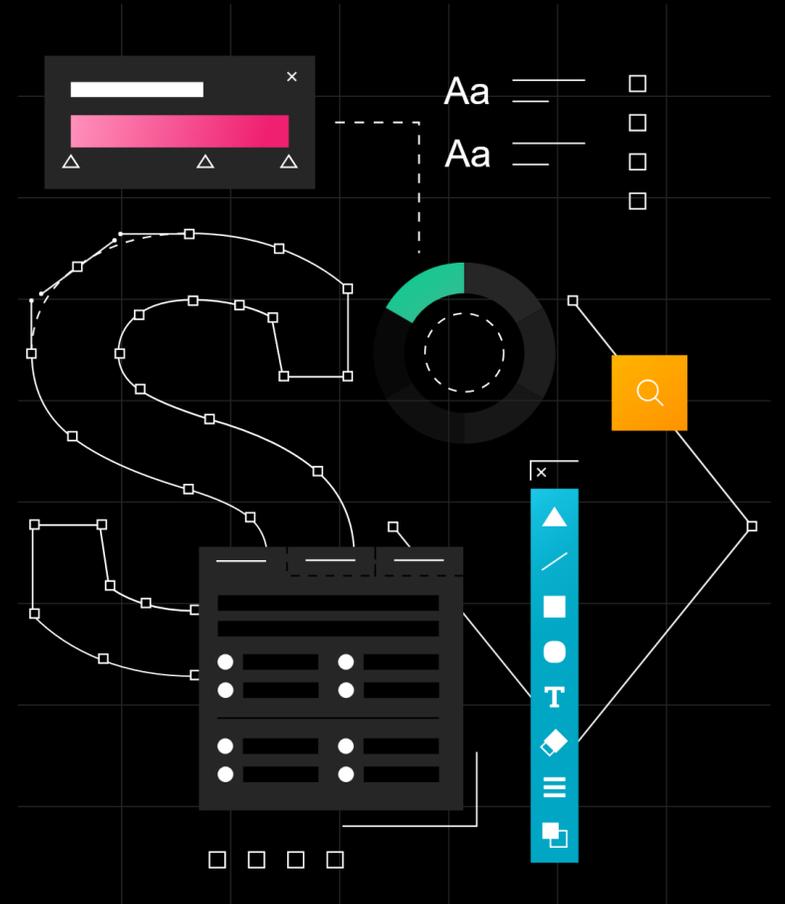


Stryve partners with B2B organizations at moments of real transition where brand and digital experience are critical to what comes next.

We help PE-backed and acquisitive organizations turn **marketing into enterprise value.**



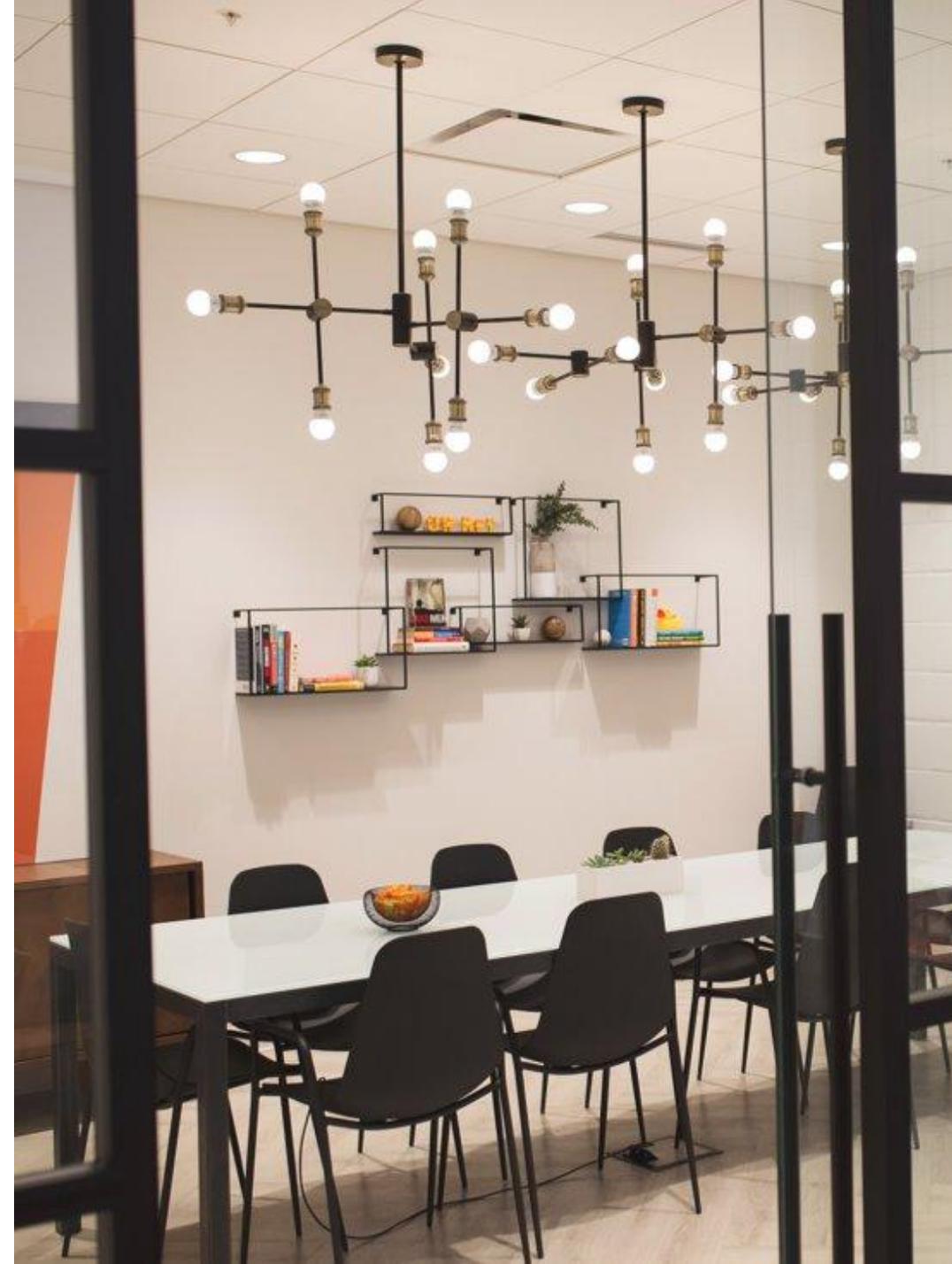
In the last 18 months, something shifted. The number of PE-backed firms coming to us hasn't just increased. The nature of what they're asking for **has completely changed.**



The way PE-backed companies are valued is shifting

It used to be about EBITDA, cost reduction, and financial engineering. Now it's about revenue predictability, pipeline visibility, scalable systems, and integration speed.

- **76% of all PE buyout activity is now add-on acquisitions.** (*PitchBook, 2025*)
- **52% of buyout-backed companies have been held for 4+ years** — the highest percentage on record. (*McKinsey Global Private Markets Report, 2026*)
- **53% of LPs now rank a firm's value creation strategy as a top-5 factor in choosing who to invest with** (*McKinsey, 2026*)
- **Buyers aren't just acquiring cash flow anymore — they're acquiring platforms, brands, and the ability to scale..** (*Simon-Kucher, 2025*)



The questions we're getting

We've acquired four companies. None of them look like they belong together.

We have no visibility into which business unit is generating pipeline and which one is coasting on referrals.

How do we make our website work for one platform, not five separate brands?

We're acquiring a new company next quarter. How do we plug them in without starting over?

Our brands are strong locally but invisible at the platform level. Does that matter for valuation?

We're reporting marketing results company by company. Nobody's looking at the platform.

Change the conversation

"Top-quartile PE funds now derive 40% of returns from revenue growth and margin expansion — a reversal from prior decades." — Allianz, 2026

Revenue growth. Margin expansion. Integration speed. Scalability. Marketing touches all of them.

This is one of the biggest markets for marketing to influence

But only if we stop talking about clicks and campaigns, and start talking about **systems, infrastructure, and enterprise value.**

So what does this actually require?

Meet Criticore

- PE-backed critical electrical services platform
- Multiple BUs: RK Electric (CA), JENCO, and growing
- 3+ acquisitions expected in 2026
- Old industry. Modern platform ambitions.

**We're not just talking about it.
We're living it.**

CRITICORE



A CRITICORE GROUP COMPANY

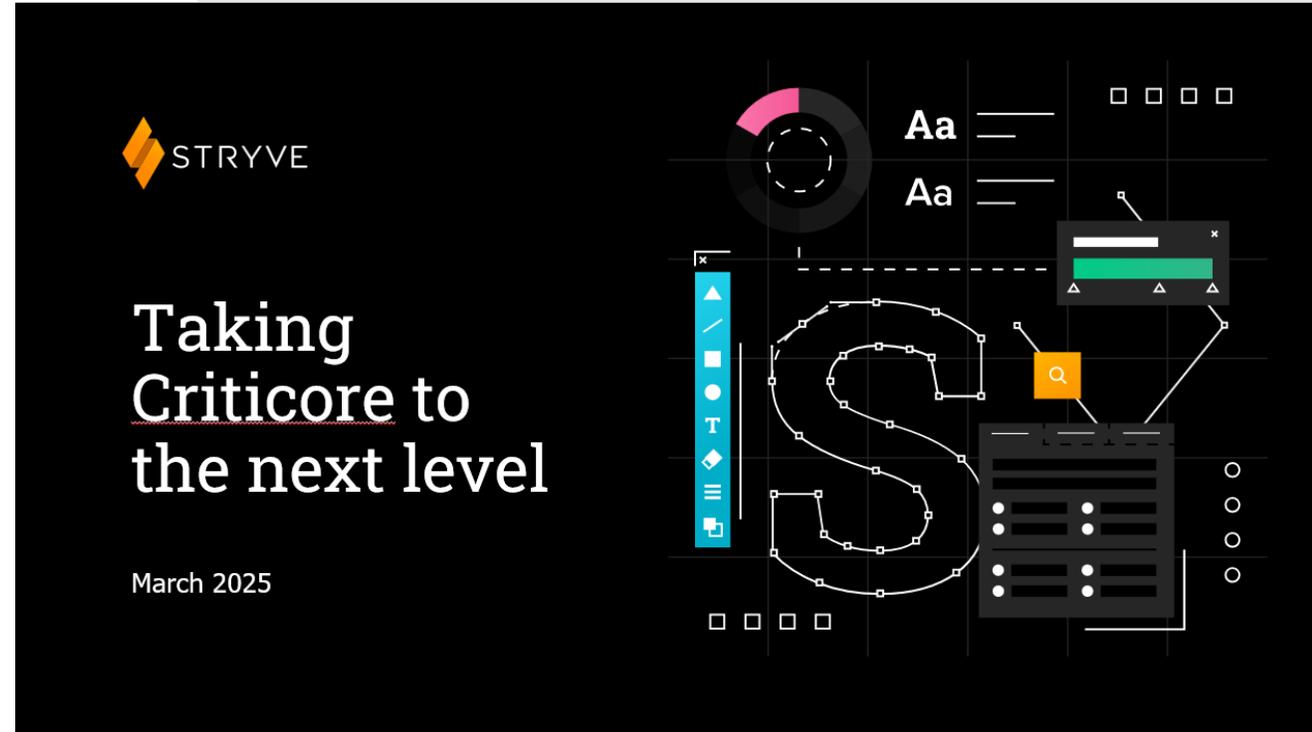
The pitch

We didn't walk in with a campaign deck.

We spoke the language of the boardroom:

- Faster integration post-close
- Unified visibility across the entire portfolio
- Repeatable systems so the next acquisition plugs in, not starts over

These aren't marketing deliverables. They're enterprise value levers.



The playbook

Layer 1: Standardize One platform. One brand system. One architecture every BU plugs into.

→ *Reduces integration cost and time for every acquisition*

Layer 2: Traction A unified demand engine and marketing-to-sales system across all BUs.

→ *Creates measurable, predictable pipeline*

Layer 3: Visibility A single view of performance for the CEO, the board, and the next buyer.

→ *Makes marketing legible in diligence*

Layer 4: Governance Playbooks and rules that make the next acquisition plug-and-play.

→ *Proves the platform is scalable*

Important

You don't have time to build the perfect system before showing results. People want to build perfect CRMs, integrated sites, branding.

Instead

Win early.

Win across all four layers.

Use those wins to build connective tissue toward the bigger vision.

Standardize

Started with one narrative to prove the system: preventative maintenance.

What we did at Criticore

- Applied it to sales sheets
- Layered up sub brands
- Integrated landing pages

Tip: Start with a single output to standardize

Enterprise Value: New BU goes from close to live on the platform in weeks, not months.

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Preventative Maintenance Plan

Powered by Criticore

Proactive Insight. Preventative Power.

The average cost of downtime is \$150,000 per hour.
Are you confident your system won't fail?

Criticore's preventative maintenance plan is an electrical maintenance solution for facility leaders. It's designed to:

- Identify vulnerabilities before failure
- Improve safety and compliance
- Extend asset life
- Lower operational costs
- Maximize uptime

Get a complimentary risk and hazard assessment

Our risk and hazard assessment is the first step to a safer, smarter electrical system.

On-site inspection Qualified technician evaluates your environment.	16-Point checklist Covers panels, grounding, breakers, and more.
Tailored proposal Custom maintenance plan built for your facility.	Comprehensive report Clear findings, risks, and recommendations.

Schedule your complimentary assessment today
info@criticoregroup.com

JENCO Inc.
A CRITICORE GROUP COMPANY

RK ELECTRIC
A CRITICORE GROUP COMPANY

Sales sheet

Gain traction

Start aligning campaigns under single narratives but across BUs

What we're learning at Criticore:

- Generating leads across all BUs using consistent messaging
- Building shared definitions: MQL, SQL, Marketing-Generated Leads
- The gap: unified CRM isn't here yet — so we built an MVP lead flow that works across systems

Enterprise value impact: starting to establish predictable pipeline systems

This block displays a 2x3 grid of six yellow-themed LinkedIn campaign cards. Each card features a different headline and a call to action button. The cards are: 1. 'Electrical Preventative Maintenance Is No Longer Optional' with a 'GET A FREE ASSESSMENT' button. 2. 'Downtime can cost you \$125,000/HR' with a 'GET A FREE ASSESSMENT' button. 3. 'Facility Managers: Avoid Costly Downtime, Stay Compliant, and Keep Operations Safe' with a 'FREE RISK & HAZARD ASSESSMENT' button. 4. 'Reduce Your risk of EXPENSIVE DOWNTIME' with a 'GET A FREE ASSESSMENT' button. 5. 'Downtime caused by Electrical Issues Isn't Just Inconvenient —IT'S EXPENSIVE' with a 'FREE RISK & HAZARD ASSESSMENT' button. 6. 'Save Thousands in AVOIDABLE COSTS' with a 'GET A FREE ASSESSMENT' button.

This block displays a 2x3 grid of six blue-themed LinkedIn campaign cards, mirroring the layout of the yellow-themed cards. Each card features a different headline and a call to action button. The cards are: 1. 'Electrical Preventative Maintenance is no Longer Optional' with a 'GET A FREE ASSESSMENT' button. 2. 'Downtime Can Cost You \$125,000/HR' with a 'GET A FREE ASSESSMENT' button. 3. 'Facility Managers: Avoid Costly Downtime, Stay Compliant, and Keep Operations Safe' with a 'FREE RISK & HAZARD ASSESSMENT' button. 4. 'Reduce Your Risk of Expensive Downtime' with a 'GET A FREE ASSESSMENT' button. 5. 'Downtime Caused by Electrical Issues Isn't Just Inconvenient —It's Expensive' with a 'FREE RISK & HAZARD ASSESSMENT' button. 6. 'Save Thousands in Avoidable Costs' with a 'GET A FREE ASSESSMENT' button.

LinkedIn Campaigns

Be visible

Give leadership one view of performance across the entire platform.

What we're building at Criticore:

- Integrated reporting across all business units
- CEO and board-level dashboards — one funnel, one story

Tools: Lookr + Supermetrics is your best friend

Enterprise value impact: A buyer doing diligence sees one integrated platform with provable performance

The screenshot shows a professional report layout for Criticore. At the top, the company logo and the title 'Monthly Report - January 2026' are displayed. Below this is a dark blue header for the 'Executive Summary' section. The main content area is white with blue accents. It includes an introductory paragraph about the start of the new SoW for 2026, followed by a detailed paragraph about the 'white paper campaign' on LinkedIn. A 'Highlights' section follows, detailing website engagement metrics. The bottom half of the report is divided into two columns: 'Work Completed in January' and 'February's Priorities'. The 'Work Completed' column lists several initiatives like launching white paper campaigns, building industrial electrical services pages, and SEO setup. The 'February's Priorities' column lists goals such as launching service pages, improving lead attribution, and starting a content strategy. A final dark blue footer contains the text 'Website Performance Overview'.

CRITICORE
Monthly Report - January 2026

Executive Summary

Kicking off the new SoW for 2026, we spent the majority of our time on two priority areas: campaigns and website.

In early January, we **launched the next phase of the white paper campaign** on LinkedIn, changing the type of campaign to a website visit objective and moving away from on-platform lead gen. This should enable us to own and retarget the traffic we are paying for, although it does add the additional friction of leaving LinkedIn.

The rest of the majority of our time was spent on the new services pages, and we launched the first: **industrial electrical services**. This was prioritized due to the success of "industrial" keywords on Google Search despite the word "industrial" not appearing on RK's site. This should further improve conversions and reduce the cost of clicks.

Highlights

We saw strong engagement from RK's website, with an exceptional average session duration of just over 3 minutes (around 1:30 being considered a healthy result). Overall engagement rate was 51%, however, when looking at results from paid search users only, the average was nearly 65%. This indicates that **paid search users are highly relevant and more engaged with the site than the average user**. This is a great sign!

Work Completed in January

Launching the next phase of the white paper campaigns
White paper campaigns with website landing page destinations were launched and optimized.

Building and launching industrial electrical services page
[Visit the landing page](#)

SEO set up
We continued to get our Semrush projects fleshed out, adding competitors and tagging more keywords.

Free IR assessment campaign
We assisted the sales team in developing copy for an Apollo.io email marketing campaign for a free IR assessment for facility managers.

Criticore award designs
[Viewable here](#)

February's Priorities

Launch the service pages (RK AND Jenco)

- ◆ Data Centers
- ◆ Network Cabling
- ◆ Overarching page: Electrical Services
- ◆ Overarching page: Data Communications
- ◆ Emergency Systems

Improve attribution of leads in WPForms
Currently, all forms are tracking to the same event in GA4 which makes it hard to segment and therefore accurately track in the SmartSheet lead tracker. We will update this to reduce administrative time inputting leads into SmartSheet.

Beyond February

Get started on a content strategy for Criticore to drive brand awareness
We will put together a content and thought leadership strategy to execute on for 2026.

AI search optimization
This has been identified as a priority. We will investigate an approach to this. Currently, Semrush ranks the [RK site as 32/100 for AI optimization](#) and the [Jenco site as 14/100](#) (note that this is a very new tool and it is hard to assess accuracy).

The work we're doing on the service pages will help to improve these results. We should also consider improving both companies' digital presence (reviews, database listings) to improve visibility.

Website Performance Overview

Fully integrated Lookr
Dashboard

Governance

The rules that prevent each acquisition from reinventing marketing from scratch.

What we're building at Criticore:

- What we're building at Criticore:
- A documented integration playbook: brand, web, sales, systems
- Templated processes, each new BU follows the same path

Enterprise value impact: Each acquisition integrates faster and more consistently than the last

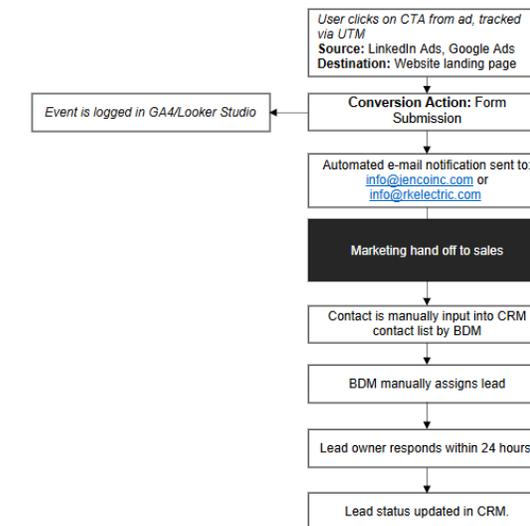
CRITICORE

Marketing Playbook

Owner: Stacey Cellier, VP Integration & PMO

Publis
Versio

Lead flows from digital campaigns



Where we are right now, an honest look

What's working:

- Platform foundations are in place Criticore looks and feels platform-grade
- Business units are engaging with marketing — lowers change risk for new BUs
- Web architecture and brand hierarchy are taking shape
- JENCO is proving out the traction system as our reference implementation

What's still in progress & challenging

- Website integrations are a challenge – building out new site for bolt-on integration
- A single CRM is a nightmare build across BUs - making progress



STRYVE PE Marketing Value Model

PE MARKETING DUE DILIGENCE

How much enterprise value is your marketing leaving behind?

Enter a portfolio company. We'll scan their digital presence, score their marketing maturity, and model the enterprise value impact of fixing it.

COMPANY / PLATFORM NAME

e.g. Apex Infrastructure Services

WEBSITE URLS

Platform website — e.g. <https://apexinfra.com>

+ Add another URL

Add platform site + individual BU sites. More URLs = more accurate scan.

NUMBER OF BUSINESS UNITS

e.g.