



Investment
Banking

CINCINNATI, OH & ANN ARBOR, MI – RKCA, Inc. (“RKCA”) and the management team of Campfire Interactive (“Campfire”) are pleased to announce that RKCA has completed its capital raise and has acquired a majority interest in Campfire. Co-founders Pradeep Seneviratne and Sarvajit “Sarge” Sinha will retain their CEO and CTO roles as well as Board seats. Detailed terms of the transaction have not been disclosed. The capital investment is designed to further strengthen the financial health of Campfire as it continues to scale and grow with existing and new customers.

Direct Investment

Campfire Interactive



campfire
I N T E R A C T I V E

Invested Equity by :



Founded in 2000, Campfire Interactive is a software company that provides forecasting, quoting, and costing solutions to an array of manufacturing companies around the world. The Company entered the future profits management market in 2009 and has since garnered a strong reputation in the market with leading manufacturers. Currently, over \$150 billion in sales opportunities are managed by customers in Campfire Interactive platform annually.

RKCA acquired a minority interest in the business in 2020, with the goal to acquire a majority interest, which this capital raise completes.

Dan Meyer, Chief Operating Officer, commented, "RKCA has delivered on their commitments to raise the funds to meet Campfire's growth and liquidity capital targets. They worked very collaboratively with company leadership and led the fundraising process so we could keep focused on building our businesses. RKCA has proven to be the right partner for this transaction." Pradeep Seneviratne, Campfire Interactive President and CEO, said, "The RKCA team has brought tremendous value to Campfire over the past year, well beyond their capital investment. They have assisted us in strategic planning, recruiting, marketing, talent development and more. They have taken the time to learn our business and offer support where possible. We are excited to wrap up the fundraising phase and committed to deliver a healthy financial return to RKCA's investors."

Steve Robertson, former COO of Relativity and a member of the Campfire Interactive Board on behalf of RKCA said, "When I initially saw the Campfire solution demonstrated, I was impressed with the overall design and architecture of the software, combining market-leading functionality with flexibility and ease of use. But after observing numerous customer implementation efforts, it became equally impressive to see the level of trust that customers place in the Campfire team to lead them through their business process transformation and implementation efforts." RKCA Partner Brent Rippe said "Having worked with several SaaS businesses over our history, we were immediately impressed with the Company's high-quality software platform, unique channel strategy and focus on improving forecasting

accuracy for global companies that had previously relied on Microsoft Excel." RKCA Partner Neil Ursic added, "Campfire represents a compelling growth platform and we believe there are numerous opportunities to build on its historical success."

About Campfire Interactive

Thousands of users in medium-size to Fortune 500 companies use solutions developed by Campfire Interactive, Inc. to identify, plan, develop and execute their product portfolios. Business processes addressed by Campfire include opportunity management, sales forecasting, market share management, cost and price estimation, change cost management and project portfolio management. Customers choose Campfire solutions for its unique and powerful capabilities for making critical business decisions that span across financial, engineering and timing information. For more information visit www.cfi2.com.

About RKCA

RKCA is privately-held, independent investment bank focused exclusively on serving the middle-market. The firm provides M&A advisory, capital advisory, and direct investment services uniquely tailored to the needs of middle-market businesses. With decades of collective deal experience covering billions in transactional value, our personalized deal teams leverage proven processes to achieve exceptional outcomes for our clients.

RKCA was founded in 1986 on the novel principle that middle-market businesses deserve exceptional capital advisory services. Since then, RKCA's proven processes have resulted in numerous closed transactions and successful client outcomes. Today, RKCA's team of investment bankers are proud to continue the firm's legacy of client-centric, middle-market focused capital advisory. For additional information, please visit www.rkca.com.