

# BrSupply

**500%**  
Increase in sale  
revenues  
2010 – 2016

**701%**  
Increase in  
EBITDA

**“CRP support was essential for building up the BR SUPPLY structure. We built a disruptive business, having to align a strategic model, form a team, firm up the corporate culture and establish a management and governance model. A decisive role was played by CRP in all these stages.”**

**Cesar Folle - CEO, Br Supply**

Br Supply handles the distribution, sale and management of corporate supplies in the fields of IT, office materials, sanitary goods, cleaning products, industrial safety and meals, all unrelated to the core businesses of its clients.

## COMPANY NEEDS

- Capitalization for growth process
- Rising rapidly in 2008, gross revenues should grow by some 70% in 2009
- Project introduced on the market was BRL 16.7 billion, endowing the company with potential growth and scale
- Outstanding young entrepreneur with a track record of success in another business
- Innovative business model with a full range of supplies and client-integrated logistics

## VALUE CREATION THROUGH PE&VC

- Appointing the Board
- Setting up the management team
- Helped with operational overhaul and suggested improvements for enhancing operating efficiency through introducing management tools, a daily cash flow, a budget and management reports
- Implementation and monitoring of sales procedures, was solid support for alternative sources of funding

## OUTCOMES

The following outcomes were achieved between 2010 and 2016:

- Sales revenues up by some 500%
- Company earnings up 300%
- EBITDA up 701%

**BrSUPPLY**  
Suprimentos Corporativos

HEAD OFFICES  
São Leopoldo

ADMINISTRATOR  
CRP Companhia de Participações

INFO  
[www.brsupply.com.br](http://www.brsupply.com.br)  
[www.crp.com.br](http://www.crp.com.br)

INVESTMENT  
December 29, 2009

AMOUNT INVESTED  
BRL 12 MILLION

FORMA DE AQUISIÇÃO  
Subscribing to  
preferred share

STAKE  
INITIAL / MAXIMUM / CURRENT  
35.87% / 35.87% / 0%

DIVESTMENT  
November 7, 2017

MANNER OF DIVESTMENTS  
Sale to PE Fund

PAYBACK  
IRR: 15.40%  
MOIC 2.9