

FOR IMMEDIATE RELEASE**Media Contact:**
Ilene Stevens
istevens@ficcep.com**ARUZA PEST CONTROL ANNOUNCES ACQUISITION OF ANTHEM TEXAS AND SOUTH CAROLINA PEST CONTROL OPERATIONS**

Charlotte, NC (October 17, 2023) – Aruza Pest Control Holdings (“Aruza”), a leading provider of residential and commercial pest, termite, and mosquito control services primarily in North and South Carolina, and a portfolio company of Concentric Equity Partners (“CEP”), announced the acquisition of Anthem Pest Control’s Texas and South Carolina Operations (“Anthem Pest Control (Texas & South Carolina)” or the “Company”). Aruza will be acquiring Anthem Pest Control Houston, Dallas, and Greenville branches from the Anthem parent company (headquartered in Atlanta, GA). Anthem Pest Control represents the Aruza platform’s second add-on acquisition in 2023, expanding the platform into Texas and adding density in Aruza’s existing Greenville, SC geography.

Anthem Pest Control, a leading pest management company with a strong presence in Texas, Georgia, and South Carolina, has earned a reputation for delivering exceptional service quality and demonstrating unwavering dedication to its customers over the years. In just four years, Anthem Pest Control achieved rapid growth, expanding from 1,500 accounts in 2017 to over 35,000 across three states. The entire Anthem team, from management to technicians to the support staff, have a shared commitment to providing an excellent customer experience. All branch-level employees will remain with the Company post-close and serve as an integral part of Aruza’s growth strategy in the Texas region.

Andrew Beck, CEO of Aruza Pest control adds: “This is the right company, at the right time, to expand into the Texas market. Ben and the Anthem team have built an impressive business and reputation over a short period of time. Our shared values, employee centric cultures and commitment to service excellence were a natural fit.”

Anthem Pest Control owners, Benjamin Morgan, Mitch Mathews, and Brent Bohn commented, “We are excited about this transaction with Aruza Pest Control. Our customers have been at the heart of our business, and we believe that Aruza Pest Control shares our commitment to delivering exceptional service. This sale will allow us to focus on our core markets and invest in enhancing our services in those areas”.

“We are excited to announce the acquisition of Anthem’s Texas and South Carolina branches by Aruza Pest Control,” said Rob Swartz, Operating Partner at CEP. “This acquisition will allow us to expand our reach into the Texas market and we are confident that this partnership will be beneficial for both companies and our customers”.

Paul Giannamore and Franco Villanueva-Meyer of [The Potomac Company](#) represented and acted as the exclusive financial advisors to Anthem Pest Control (Texas & South Carolina).

About Anthem Pest Control:

Anthem Pest Control is a premier residential pest control services brand, headquartered in Atlanta, GA. Founded in 2017 by Benjamin Morgan.

For more information on Anthem, visit www.anthempest.com.

About Aruza Pest Control:

Aruza offers home pest control and commercial pest control services in North and South Carolina. At Aruza, not only do we provide pest elimination services, but we also aim to educate the community about how to keep our area's toughest pests at bay to make their homes and businesses a safer place. In the long run, we believe reputation is essential; we care about ours and ensure that we serve our community ethically and professionally.

When you choose a pest control company, you want the assurance that they care about what happens to your home or business as much as you do; at Aruza Pest Control, that's our reality. We use eco-friendly products to ensure the safety and health of your family, and we offer the Aruza Guarantee because we care about doing the job right. "To build a nationwide brand that gives back to its communities, strengthens the quality of life for its customers, and enables smart financial wealth for its employees." That is our mission statement, and it's how we have continued providing excellent service since our founding.

For more information on Aruza, visit www.aruzapest.com.

About Concentric Equity Partners:

Concentric Equity Partners is a private investment firm that partners with leading middle market companies by providing capital and strategic advisory to accelerate long term value creation. Concentric's approach is simple: support entrepreneurs and operators by providing the resources required to achieve extraordinary results. The firm's investment team is made up of individuals with distinguished track records as operators and professional investors across a variety of growth oriented middle market companies.

Concentric Equity Partners is the direct investing arm of Financial Investments Corporation, a private asset management firm and family office with over \$2 billion in investment commitments under management. Financial Investments Corporation was founded in 1994 by father and daughter Harrison and Jennifer Steans and has been partnering with private companies for more than 25 years.

For more information on Concentric, visit www.ficcep.com.