TOWERBROOK

From Intelligent Automation to Generative AI

Ai | The **potential** of AI and the **power** of experience
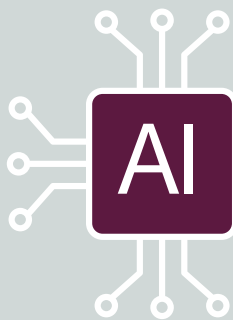
Certified **B** Corporation

Building industry leaders
through the use of artificial intelligence

Our thesis on AI

At TowerBrook, we harness AI's transformative power aiming to build market-leaders and to deliver superior financial returns.

Business value chain

1 AI can augment, automate, and optimize labor and non-labor elements within business value chains — driving innovation, efficiency, cost reduction, and new growth opportunities.

2 Established businesses have the 'Right to Win' by leveraging AI to self-disrupt, innovate, and sustain market leadership.

3 TowerBrook supports management teams in optimizing AI strategy and investments to capitalize on this transformational opportunity.

This report outlines TowerBrook's evolving AI strategy:

1 **Portfolio value**
Generating customer and shareholder value through growth and productivity

2 **TowerBrook value**
Driving insights and productivity in investment lifecycle

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We believe that the true power of generative AI lies in its ability to augment human expertise and accelerate value creation. By partnering with and empowering management teams, we help businesses integrate AI strategically – unlocking efficiency, innovation, and long-term competitive advantage.

Jonathan Blizin & Karim Saddi
Co-CEOs and Managing Partners

Portfolio
Championing successful AI value creation

> "
> We must be real players and actors in the development of AI, to shape our own future, and not merely be passive takers of this profound revolution.

Anne Bouverot
Senior Advisor to TowerBrook, French President's Special Envoy for the AI Action Summit

TowerBrook partners with its portfolio company executives to implement AI initiatives that aim to generate measurable customer and shareholder value.
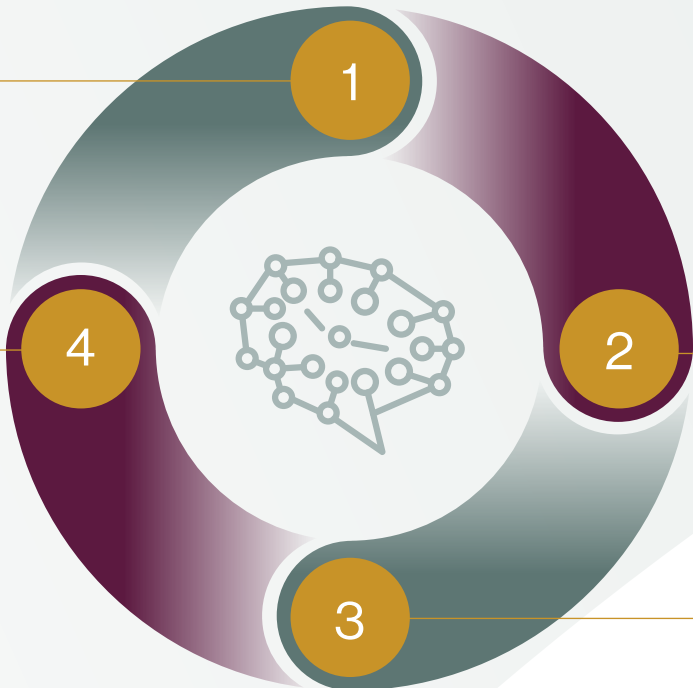
By sponsoring business leaders, we instigate and prioritize high-impact AI initiatives that align with investment goals and growth strategy, while enabling companies to explore better ways to execute through capability assessment and a Build vs. Buy vs. Partner decision process.

AI use cases are prioritized, tested, refined and then deployed and scaled as we seek to generate market leadership and long-term, sustainable value in line with our investment thesis.

Key success factors for AI value delivery

1 Management sponsorship and prioritization

2 Capability assessment and build, buy or partnering decision

3 Cost-effective application and learning

4 Structured deployment and value realization

Portfolio
Championing successful AI value creation

1

TowerBrook's approach

TowerBrook's approach is rooted in transformational capital – applying our AI and transformation expertise to foster the growth of industry leaders by building new offerings, scaling businesses and reducing cost-to-serve.

A Generate industry-leading products and offerings

We seek to champion market leaders and drive top-line growth through the development of innovative AI-enabled offerings, channels and customer experience.

⟶ **INNOVATION**

⟶ **GROWTH**

B Reduce cost-to-serve

We aim to reduce cost-to-serve and improve scalability through rightsizing the use of AI to augment, automate and eliminate work (labor and non-labor costs).

⟶ **EFFICIENCY**

⟶ **SCALABILITY**

"

Generative AI is a force multiplier for human intelligence and one of the most transformative technologies in history. With its labor intensity, vast data, and historical resistance to tech shifts, U.S. healthcare is uniquely positioned for Generative AI-driven disruption – driving innovations, unlocking efficiency, improving outcomes, and reshaping the future of care.

Ian Sacks
Managing Partner, President of Ascension
TowerBrook Healthcare Opportunities (ATHO)

Portfolio
Accelerating growth through AI-driven innovation

A | Generate industry-leading products and offerings

TowerBrook promotes AI-enabled innovation in product development and service offerings. This approach not only enhances revenue growth but also strengthens market presence, brand loyalty and customer satisfaction.

- Customer value
- EBITDA growth
- Multiples expansion

Customer and shareholder value

AA

AI-Enabled "Car health offering" using proprietary data to enhance remote diagnostics, predictive maintenance and fuel efficiency.

Improves tailored recommendations and offering to increase customer touchpoints and enhance experience	👥 📈 📊
Reduces call-outs and insurance claims through remote diagnosis and fixes	📈
Improves free cash flow and reduces capex through predictive maintenance of own fleet	📈 📊
Modernizes the AA brand and differentiates it from its key competitor	👥 📊

EISNERAMPER

An AI-Powered engine to leverage timesheet data and project information to identify out-of-scope billing opportunities.

Automates time-consuming manual processes, enabling tax professionals to focus on higher-value tasks	👥
Tracks out-of-scope work based on descriptions, enabling accurate categorization and reporting of unplanned services	📈
Improves transparency and communication with clients, enhancing customer satisfaction; ensures accurate billing, capturing additional revenue	👥 📈 📊

Portfolio
Accelerating growth through AI-driven innovation

1

A Generate industry-leading products and offerings

Customer value

EBITDA growth

Multiples expansion

" AI is not just enhancing processes—it's redefining the business paradigm, creating new ways to deliver value and outperform competitors. TowerBrook is championing management teams to advance AI capabilities, drive innovation, and unlock new revenue streams in a dynamic and rapidly evolving market.

Jamaria Kong
Managing Director

Customer and shareholder value

TALAN

AI consulting methodology with proprietary AI/digital factory to accelerate delivery of AI solutions for clients.

| Accelerates client return on investment through a structured methodology |
| Optimizes project delivery resources via AI-enabled automation |
| Enables scalable AI adoption with proprietary tools, unlocking new revenue streams and growth |
| Positions the brand as a tech leader, driving differentiation and attracting strategic partnerships |

infoprodigital

Barbour ABI | AI-powered lead generation and data enrichment to drive additional value out of proprietary data product.

| Transforms the product, via Gen AI-powered user interfaces, AI-enriched dataset and predictive insights |
| Accelerates product development through AI-enabled engineering and quality assurance |
| Enhances data-driven cross-selling opportunities |
| Optimizes customer experience and personalization to enhance retention |

Portfolio
Driving efficiencies and scalability with AI-powered solutions

1

B Reduce cost-to-serve

TowerBrook supports management to reduce cost-to-serve by improving operational efficiencies through AI, intelligent automation and operating model optimization. The result is an agile organization that can adapt to changing market conditions while targeting superior value to customers.

Customer value

EBITDA growth

Multiples expansion

Customer and shareholder value

Bruneau

LLM-driven automation for product descriptions, organic search engine optimization, and enhanced product search.

Accelerates time-to-market of new products by months	
Enhances flexibility and efficiency in product listings and merchandising	
Improves search engine ranking and organic traffic, enabling the rebalancing of digital marketing costs	
Drives conversion and average order value through predictive search and recommendation engine	

R1

AI-enabled intelligent automation in revenue cycle management to drive revenue yield, velocity and satisfaction.

Increased customer revenue yield, velocity and satisfaction	
Increased company revenue and margin	
Strategic partnerships with industry leader to drive continuous innovation and deliver high-quality offers to customers	
Strengthened industry leadership by offering unique, customer-focused solutions	

Portfolio
Driving efficiencies and scalability with AI-powered solutions

1

B Reduce cost-to-serve

" *AI is transformative, offering unparalleled opportunities for value creation. By empowering portfolio management with AI tools and insights, TowerBrook supports management to drive innovation and efficiency, enabling data-driven decisions that reshape industries and seek to secure a competitive advantage for our companies.*

Himanshu Udeshi
Managing Director

Customer value

EBITDA growth

Multiples expansion

Customer and shareholder value

IGNITE FITNESS HOLDINGS

Applying AI-assisted call center solution to improve consistency, accuracy and personalized customer service at scale.

Enhances store capabilities, improving customer satisfaction and boosting profitability

Leverages synergies from acquisitions to streamline operations and drive growth

Introduces AI-driven managed services for other franchise groups, creating upselling opportunities and enhancing customer service

Improved De Novo store ROIC

COMPASSUS®

An AI-Powered engine to automate time-consuming preparation for 'interdisciplinary group' patient reviews.

Automates tedious task, reduce after-hours documenting, improves nursing retention and adds to value proposition for nurse recruiting

Saved time translates to freed capacity for nurses to care for more patients, driving access to care in communities and company revenue

Increased caregiver productivity improves gross margin

TowerBrook
Continuing to innovate and self-disrupt

2

Just like a portfolio company, TowerBrook has looked at its own business and has broken it down into its key workflows, labor and non-labor costs to assess for meaningful innovation and productivity opportunities.

Use cases

1	Sourcing	Thesis development	Usage of LLM-enabled sourcing tool for platform add-ons
		Market insights	
		Executive/asset identification ←	
2	Execution	Data scraping/summarization	AI considerations and assessment framework incorporated into diligence scopes
		Due diligence & risk assessment ←	
		Document production	
3	Portfolio Management	Portfolio analysis and insights	
		Market cognizance updates	
		Executive identification	
4	Investor Relations	Due diligence questionnaires	Utilization of an AI-enabled tool for relationship insights
		Agentic analytics	
		Relationship intelligence ←	
5	Financial Operations	Qualitative information search	
		Legal support	
		Compliance support	

TowerBrook
Building influence and expertise in the AI landscape

TowerBrook is committed to establishing market leadership in AI, showcasing our thought leadership, and building strategic industry partnerships, and capabilities that seek to drive impactful results.

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This is the moment where we in healthcare have some degree of agency, jurisdiction, and perhaps self-determination to shape how Gen AI unfolds in our industry. But it's a depreciating power, and every step-function advance in AI attenuates our influence a little more.

Eric Jon Larsen
President of TowerBrook Advisors, President Emeritus of The Advisory Board Company, Thought Leader of Gen AI in Healthcare

		Examples
Market cognizance	Established presence with thought leadership on emerging AI trends and best practices, together with a strong presence at industry conferences and events to showcase expertise and facilitate dialogues	Publication of Healthcare AI Thought Leadership
		Speaker at industry and technology events, e.g. the AI Summit London
Industry leading relationshps	Strategic collaborations with leading technology firms, venture capital firms, and AI research leaders to strengthen market positioning and innovation access	Partnerships and direct dialogues with AI leaders, e.g. Palantir and OpenAI
Partnership network	Through TowerBrook network and portfolio companies, building expansive strategic partnerships with software providers, cloud services, and industry-specific AI vendors, driving mutual growth and customer success	AI toolbox
		AI propositions at portfolio companies, e.g. CBTS, Talan
Capability building	Focused investments in AI capability development and upskilling to enable teams with cutting-edge knowledge and tools to identify and execute on transformational value creation opportunities	TowerBrook and Portfolio AI Offsites
		Generative AI training program
		AI plenary sessions at Portfolio Sector events
Value assessment	Framework to perform value assessments to identify AI-driven cost savings, operational efficiencies, and new revenue streams, enhancing return on investment transparency	AI Impact and Opportunity Assessment Framework

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