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RAPIDFIRE SAFETY & SECURITY CELEBRATES 10TH ACQUISITION

WELCOMES TROY ALARM TO ITS GROWING PLATFORM

St. Louis, MO. (March 1, 2024) – [RapidFire Safety & Security](#) (RapidFire), the multi-regional “Buy & Build” experts for fire, life safety, and security industries, announces the acquisition of Troy Alarm, a Fire Alarm and Security Services provider based in Riverside, California. This represents the 10th acquisition for the RapidFire platform since its inaugural acquisition in September 2022. This strategic move underscores RapidFire's commitment to expanding its footprint and enhancing its service offerings to better serve communities across the region; and solidifies RapidFire as a premier curator of people-centric, family-built businesses in the fire safety and security sector.

Since 1989, Troy Alarm has evolved as a full-service security integrator. Troy's focus on customer service and relationship development in their local market has been paramount to their success. The acquisition underscores RapidFire's dedication to delivering cutting-edge solutions and ensuring a seamless experience for its clientele. As part of the transition, it is anticipated that all Troy Alarm employees will continue to be key members of the company post-close, playing a crucial role in maintaining and expanding RapidFire's footprint and capabilities in Southern California.

"I got to the point where I was working too many hours and needed to make a change," said Greg Hillman, President of Troy Alarm. "We started to look around for potential buyers who wouldn't completely dissolve my business and were introduced to Mike McLeod and the RapidFire team."

Troy is an established provider of fire and intrusion alarm systems, access control, video surveillance, UL fire alarm certs, and central station monitoring, making them an ideal and valuable addition to the RapidFire platform. Troy serves customers in the commercial, industrial, educational, and government markets throughout Greater Southern California's Inland Empire. By combining expertise and resources, RapidFire aims to set new standards of excellence in the industry.

"My wife and I both work a lot of hours," said Greg. "We didn't have the resources or the time to grow the business like I wanted to see it grow. RapidFire will give us the ability to build the company to its full potential."

"By welcoming the Troy team into RapidFire, we're strategically bolstering our presence in Southern California." stated Brian Modglin, RapidFire's Chief Operating Officer. "This symbolic acquisition signifies a deliberate effort to enhance our team's expertise, broaden our range of solutions, and ultimately better serve our community. I anticipate this collaboration will yield significant benefits as we collectively strive for excellence in the realm of life safety."

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About Troy Alarm:

Founded in 1989 by Greg Hillman, Troy Alarm offers a comprehensive suite of security services, including advanced alarm systems, video surveillance solutions, access control systems, and UL fire alarm certs. Troy serves commercial, industrial, educational, government, and residential markets throughout the Inland Empire and Greater Southern California. As a trusted security partner, Troy Alarm leverages decades of experience to deliver reliable and customized security solutions to meet the unique needs of each client.

For more information on Troy Alarm, visit troyalarm.com.

About RapidFire Safety & Security:

RapidFire Safety & Security offers the commercial sector comprehensive expertise in fire, life safety, and physical security services. Led by a team of proven industry operators including visionary founder, Mike McLeod, long-time colleague and co-founder, Colin Harrold, and in partnership with Concentric Equity Partners, our multi-regional "Buy & Build" strategy is driving the development of a world-class platform throughout the Midwest, Southwest and Western United States.

We're on the lookout for entrepreneurs and owners in the fire, life safety, and security industries who want to extend their legacy and community impact with people-focused leadership that provides peace-of-mind to owners who have maxed out their growth trajectory.

RapidFire is not just about providing unparalleled safety and security services, but also building lasting relationships, putting people first, and fostering teamwork and personal growth. Let's safeguard your legacy together.

For more information on RapidFire, visit rapidfiress.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 ficcep.com.