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RAPIDFIRE SAFETY & SECURITY ACQUIRES ADVANCED SECURITY TECHNOLOGIES (AST)

BOB RICUCCI APPOINTED AS CHIEF REVENUE OFFICER (CRO)

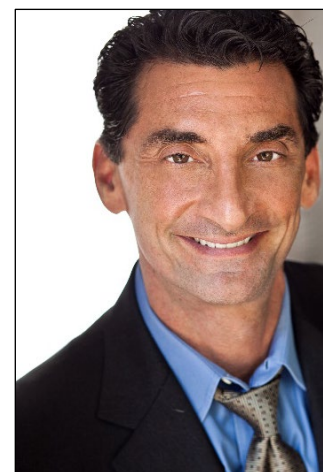
St. Louis, MO. (September 13, 2023) – [RapidFire Safety & Security](#) (“RapidFire”), a private, equity-backed commercial fire, life, safety and security solutions provider, founded by Mike McLeod and Colin Harrold in partnership with [Concentric Equity Partners](#), announces the acquisition of California-based [Advanced Security Technologies](#) (“AST”), award-winning experts in total life safety and security solutions, products, and services. Showing no signs of slowing down since its launch in March 2022, this acquisition underscores RapidFire’s ongoing expansion in Northern California down into the central valley as well as a new entry into the Southern California marketplace.

“It has always been our mission to provide an excellent customer experience while providing modern, cutting-edge security and fire safety services and systems,” said Bob Ricucci, President of AST. “While considering our next steps for growth, we determined that we would be stronger and better positioned with the resources of a larger, world-class partner.”

AST will continue to deliver world-class security and fire protection services in the market alongside Bob, as he steps into a new role as RapidFire’s Chief Revenue Officer (CRO). The AST team will continue to grow and remain committed to making quality customer service a top priority.

“The acquisition of AST not only establishes our robust presence in the SoCal inland empire with a comprehensive suite of services, and expands our capabilities in the Northern California market, but also aligns us with a genuinely technology-forward service provider specializing in managed security services,” said Mike McLeod, CEO, RapidFire “Moreover, the addition of Bob to our team as CRO further strengthens our leadership bench, reinforcing our commitment to ignite excellence and innovation in our industry.”

Since its inception in 2005, AST has established an unparalleled reputation, garnering accolades like the Honeywell Partner of Choice and Sales Leadership awards. The company’s ability to blend emerging technologies with advanced remote services and a deep understanding of client needs has positioned them as a trusted, strategic partner.



Bob Ricucci, President, AST



"Acquiring AST aligns perfectly with our strategic vision and infuses our team with unparalleled talent and experience," said Brian Modglin, RapidFire's COO. "It helps fuel RapidFire's expanding footprint and services in California by integrating security with our broad fire capabilities."

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About Advanced Security Technologies (AST):

AST offers a complete suite of Products and Services to provide Total Solutions that meet the Life Safety and Security needs of Commercial customers. AST uses a thorough, professional approach to systematically develop these solutions based on a comprehensive understanding of the needs and goals of our customers. We use this information and our knowledge of security and life safety technology and service applications to engineer solutions that meet these needs.

For more information on AST, visit www.ast-security.com/

About RapidFire Safety & Security:

RapidFire Safety & Security is a multi-regional fire safety and security provider that offers the commercial sector comprehensive expertise in life safety and security services. Our mission is to build relationships for life by anticipating ever-changing needs and exceeding the highest expectations. We are committed to delivering an excellent experience by putting people first and fostering teamwork and personal growth. When we excel in taking care of our team members, they excel in taking care of our customers. This latest acquisition represents RapidFire's continued expansion throughout the state of California.

For more information on RapidFire, visit www.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 services 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.