

MAKE
IT A
GREAT
DAY!

MATT KAULIG

MATT KAULIG PRESS KIT



@MATTKAULIG



MATTKAULIG.COM

“EITHER YOU
CONTINUE TO
GROW OR YOU
BEGIN TO DIE.”

Matt is Founder and Board Member at Leaf Home™, the parent company of LeafFilter. Matt is a proven entrepreneur and philanthropist as defined by his founding of Leaf Home™, one of the largest direct-to-consumer home products companies in the United States and Canada. Leaf Home owns brands such as LeafFilter® Gutter Protection, Leaf Home Safety Solutions™, and Leaf Home Water Solutions™. Leaf Home Safety Solutions™ is one of the nation's leading fully integrated “aging in place” consumer product providers which includes walk-in bathtubs, wheelchair ramps, stairlifts and handrails. Leaf Home Water Solutions™ provides a custom water system for your home, delivering crisp, pure water right from the tap.

In addition to his role at LeafFilter, Matt is also the Founder and Executive Chairman of the Kaulig Companies Limited, the Single Member Family Office for Matt Kaulig and his immediate family. The family office operates across a diverse spectrum of businesses, including sports, media, technology, and advisory services. Philanthropy, with a focus on children and families, is also a cornerstone of Kaulig Companies. The Kaulig Companies Charitable Giving Programs known as Kaulig Giving has partnered with nearly 100 non-profit organizations since 2018.

Several other successful brands managed by the family office include Kaulig Capital, the Firm's private equity and real estate investment division, Ellsworth Advisors, the Firm's Registered Investment Advisory business, Kaulig Racing, a full-time multi-car NASCAR Xfinity, and Cup team and Kaulig Media, an internal marketing agency. www.kauligcompanies.com

Matt graduated from the University of Akron with a BBA in Marketing Management and quarterbacked the Akron Zips football team.

MATT KAULIG

Entrepreneur, Philanthropist
and NASCAR Team Owner

FOUNDER AND BOARD MEMBER
Leaf Home™

**FOUNDER AND EXECUTIVE
CHAIRMAN OF KAULIG COMPANIES**
Kaulig Capital, Kaulig Racing, Kaulig Media,
and Kaulig Giving

2017 EY Winner
2020 NASCAR Comcast Champion of the Year
Award Finalist
2021 NASCAR Xfinity Series
Regular Season Champion

“THE BEST
VICTORIES ARE
THE ONES YOU
WORK HARDEST
TO ACHIEVE.”



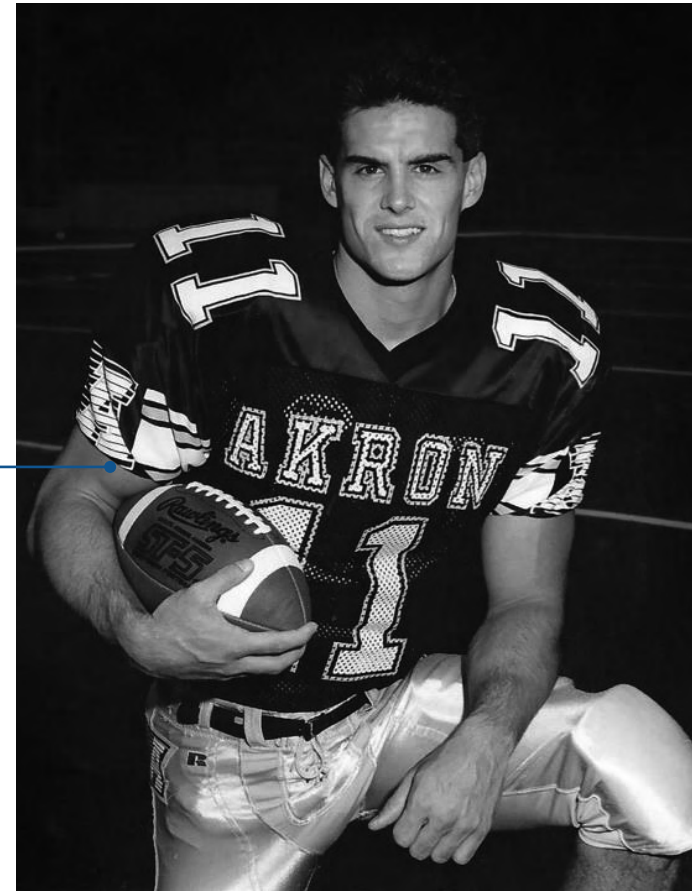
THE STORY OF MATT KAULIG

Turning adversity into opportunity is a lesson Matt Kaulig learned as a high-school senior. As the star quarterback for his high-school football team, Kaulig was expected to have his pick of full-ride scholarships from Division 1 schools, unfortunately, that all changed when he experienced a knee injury benching him the rest of his senior year. Never one to give up, Kaulig accepted a scholarship to the University of Akron and became a standout quarterback. The resilience, determination, and strong work ethic that fueled his athletic comeback also propelled his success as an entrepreneur.

Till this day, Matt remains heavily involved in the Akron Zips community by sponsoring programs and being a spokesperson for the University in series of commercials airing on various networks.

Scaling from one home office to one of the largest direct-to-consumer home products companies in the United States and Canada is no easy feat. Yet, that's exactly what Kaulig did in 2005, while focused on selling one product: LeafFilter Gutter Protection.

While the competition was scaling back and saving money, Kaulig saw this as an opportunity to expand his business and invest in advertising. The Great Recession of 2008 caused many businesses to close their doors. However, with faith in his product and team, Kaulig pursued three new markets, expanding to Virginia, Cincinnati, and Baltimore. Strategically planned since these markets trended heavily with



government workers who were not affected by recession. To keep his team focused, Kaulig encouraged them to avoid news and media outlets, which tried to alarm consumers and businesses about the tanking economy.

Under Kaulig's strategic direction, LeafFilter Gutter Protection, a consumer product good, grew from \$5.4 million in revenue in 2008 to \$11.5 million in 2009, during a difficult time where consumers lacked confidence. As Kaulig took bold, yet calculated, risks and pushed the limits, it proved to be a profitable and worthwhile opportunity.

Kaulig's success at LeafFilter lead to the creation of a series of companies, further demonstrating Kaulig's ingenuity and versatility. In addition to his role at LeafFilter, Matt is also the Founder and Executive Chairman of the Kaulig Companies Limited, the Single Member Family Office for Matt Kaulig, and his immediate family. The family office operates across a diverse spectrum of businesses, including sports, media, technology, and advisory services. Philanthropy, with a focus on children and families, is also a cornerstone of Kaulig Companies. The Kaulig Companies Charitable Giving Programs known as Kaulig Giving has partnered with nearly 100 non-profit organizations since 2018. Several other successful brands managed by the family office include Kaulig Capital, the Firm's private equity and real estate investment division, Ellsworth Advisors, the Firm's Registered Investment Advisory business, Kaulig Racing, a full-time multi-car NASCAR Xfinity and Cup team and Kaulig Media, an internal marketing agency. www.kauligcompanies.com

Kaulig lives in Hudson, Ohio with his wife Lisa and daughter, Samantha.



AT THE PODIUM

With the ability to speak on a variety of topics related to entrepreneurship, business, and finance, Kaulig is a sought-after and acclaimed speaker, consistently leaving audiences feeling energized and inspired.

Recent topics with audiences and media include:

- Entrepreneurism and building the right team.
- Creating an energetic workplace culture.
- Leadership and what it means in business and life.
- Philanthropy and the importance of giving back.
- The power of digital marketing for business of all sizes.
- The art of the deal.

“MATT KAULIG BRINGING HIS
‘NO PRESSURE’ CULTURE TO
NASCAR’S CUP SERIES.”

~FORBES~

“HOW TEAM OWNER MATT KAULIG
HAS MADE HIS MARK IN NASCAR
BY BUILDING ‘THE PERFECT WAY’.”

~NBC SPORTS~



KAULIG COMPANIES

Kaulig Companies Limited is a Single Member Family Office for Matt Kaulig and his direct family. Over the last two decades, the firm has developed significant relationships with professionals and other entrepreneurs who share the same vision and business philosophy. These current and future relationships represent the essence of the firm and have helped it to become what it is today.

The Family Office of Kaulig Companies is managed by Matt Kaulig and Tim Clepper. Their strong leadership and savvy entrepreneurship have helped shape each company into what it is today.

The family office operates across a diverse spectrum of businesses, including sports, media, technology, and advisory services. Philanthropy, with a focus on children and families, is also a cornerstone of Kaulig Companies. The Kaulig Companies Charitable Giving Programs known as Kaulig Giving has partnered with nearly 100 non-profit organizations since 2018. Several other successful brands managed by the family office include Kaulig Capital, the Firm's private equity and real estate investment division, Ellsworth Advisors, the Firm's Registered Investment Advisory business, Kaulig Racing, a full-time multi-car NASCAR Xfinity and Cup team and Kaulig Media, an internal marketing agency. www.kauligcompanies.com





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He is a skilled entrepreneur and business owner who has successfully developed the LeafFilter business and the leadership team over the past 16 years. Matt has grown the company from one small office in Stow, Ohio to over 117 offices that span across United States and Canada. Despite expansion, LeafFilter has always maintained the work ethic and outstanding customer service that made the company successful from the beginning.

“TODAY NOT TOMORROW.”

LeafFilter has revolutionized the gutter protection industry with innovation and an unrelenting work ethic resulting in significant expansion and major accolades. Aside from being recognized as a top remodeler in the country, in August of 2020, they were named to the Inc. 5000 list for the ninth year in a row.

Since LeafFilter's incorporation in 2005, they have helped over one million-plus customers end gutter cleaning for life. LeafFilter is devotedly interested in learning new ways to advance the brand in a positive direction. And that never-ending drive has been the key to their success story.

Since 2018, customers across the United States can see Matt Kaulig in action in a series of national commercials airing on major broadcast networks coast-to-coast!





“DECIDE WHAT
KIND OF LIFE YOU
ACTUALLY WANT.”



Kaulig Capital, the private investment firm of Kaulig Companies, pursues long-term capital appreciation through control and minority equity investments in private operating companies and real estate partnerships. With a multi-year history of profitability, a proven track record of scalable businesses, and a passion for transformative partnership growth, Kaulig Capital leads with the hallmarks of permanent capital, flexibility, and patience. Their relationship connections start with like-minded investors, business owners, leading real estate operating partners, sophisticated family offices, management teams, and entrepreneurs to align interests, evolve opportunities, and create lasting value. To learn more, visit kauligcapital.com



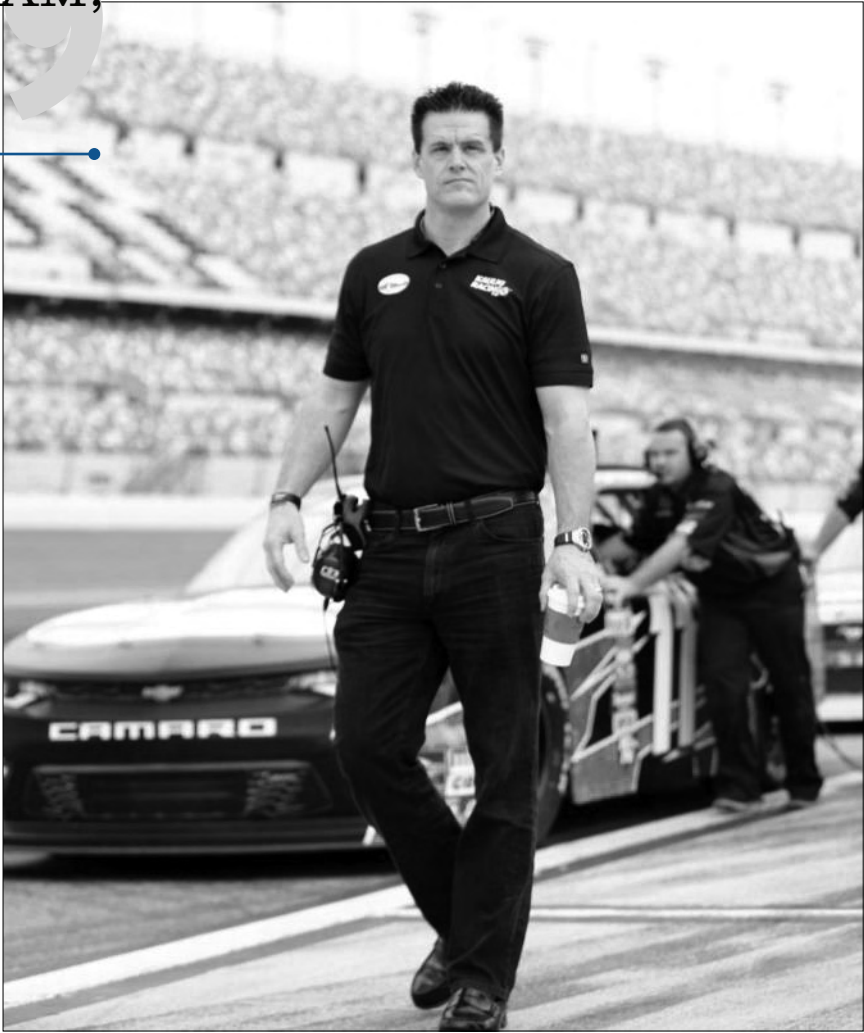
“NASCAR XFINITY SERIES TEAM,
KAULIG RACING, IS ON FIRE!”
~ONE37PM~



Kaulig brings the same passion and drive to his NASCAR team. As an industry leader and a recognized, successful entrepreneur, Kaulig has a proven record of developing new ventures that thrive. In 2016, he founded Kaulig Racing and established the headquarters in Welcome, North Carolina. Setting the team up for success early on, Kaulig Racing joined forces with Richard Childress Racing to create a technical alliance, including the use of ECR engines. The Kaulig Racing team is focused on building race cars from the ground up and continues to find new and revolutionary technologies to improve the performance of their race cars.

In their sixth season in NASCAR, Kaulig Racing has earned 15 career wins. In the 2021 season, seven Xfinity Wins and one Cup Series Win. 2021 Title Winner of the Xfinity regular season. For the 2022 season, Kaulig acquired two Charters for Cup.

With the growth of his NASCAR team, their partnership with The NASCAR Foundation is a natural fit – and very special to them as they continue to grow their relationship on and off the track. Both brands share the incredible goal of impacting the communities they love by helping children in need live happier, healthier lives.



“IT’S A CULTURE OF CHARITY
AND COMPETITION AT
NASCAR’S KAULIG RACING.”
~NBC SPORTS~



“TROPHY
HUNTING.”



“MATT KAULIG, CHRIS RICE
METHODICALLY ELEVATE
KAULIG RACING INTO
NASCAR CUP SERIES.”

~FORBES~





Kaulig Giving

Along with his reputation for being a successful entrepreneur, Kaulig has emerged as a mega-donor and philanthropist. At Kaulig Giving, they support the well-being of children and families while developing partnerships with like-minded nonprofits.

While many donors and philanthropists are focused on how much and how often they give, Kaulig is thoughtful in his donations of time and money and how his giving impacts people's lives and communities.

Much of Kaulig's philanthropic work is focused on the well-being and health of children. Kaulig Giving has given to over 100+ 501c3 organizations.

Like many inspiring parents, Matt and Lisa Kaulig waited for a positive pregnancy test. As month after month passed with no success, the couple realized that it was time to explore other options. After visiting Reproductive Gynecology & Infertility, they were able to explore in vitro fertilization and, eventually, start a family. Inspired by the superb care they received and the hope that their daughter, Samantha, brought them, the Kauligs have established a fund in her honor.

Their hope is that the fund will help aspiring parents afford the cost of IVF and bring home their own miracle baby. Matt and Lisa Kaulig are the founders of and donors to Samantha's Gift of Hope. Samantha's Gift of Hope is a periodic monetary award intended for those who are a part of Reproductive Gynecology & Infertility's IVF 100% Success Guaranteed Plan in the Northeast Ohio office locations.

“THE BEST INVESTMENT WE CAN MAKE IS IN A CHILD.”

KEY PARTNERS

LEBRON JAMES FAMILY FOUNDATION I PROMISE SCHOOL

When the LeBron James Family Foundation announced the grand opening of the I Promise School in Akron, Ohio, Kaulig knew he wanted to get involved. The I PROMISE School exists to tackle the high school dropout rate in Akron. Each year, Akron Public Schools identifies a new class of students who by third grade, have already fallen behind their peers. With research showing this is a critical time to intervene, LJFF wraps its arms around these kids and supports them with the resources, mentorship, and encouragement they need to stay on track to graduation.

Upon launch of the school in 2018, LeafFilter Gutter Protection employees proudly funded the I PROMISE school with school supplies and backpacks. Matt also funded the school's media lab, a hands-on space for students to learn. The addition of the media lab continues to ignite kids' imagination and provide a creative outlet to open a child's mind to new skills, new ideas, and new worlds! Every child will have access to professional equipment and real world experiences. The state-of-the-art media lab mirrors a television studio with live broadcasting capabilities and is equipped with the latest technology that will be readily accessible to the students.



“TO HAVE MATT AND HIS COMPANY COME IN AND PROVIDE FOR MY KIDS IS JUST AN HONOR.”

~LEBRON JAMES~

CLEVELAND GUARDIANS CHARITIES

Since 2019, Matt Kaulig has served as the face/voice of the Cleveland Guardians Charities Giveathon campaigns. And in that time, Kaulig has raised more than \$800,000 for Cleveland area kids. Each year is an opportunity to help those in need. That includes raising money to strikeout the digital divide in Cleveland City Public Schools, Breakthrough Schools and Boys and Girls Club, to providing opportunities for all youth to experience baseball, through clinics, camps, and coach trainings.



KEY PARTNERS

CC SABATHIA PITCCH IN FOUNDATION

Sabathia's PitCCh In Foundation, which he and his wife Amber founded in 2010 to enrichs the lives of inner city youth by raising their self-esteem through educational and athletic activities. "Through retirement, it's been important to me and Amber to stay active in giving back to the communities that have done so much for us across New York, Cleveland, and our hometown of Vallejo, California," said Sabathia. "We're excited to continue the work our organization does for inner-city kids. We're thankful to all the people who have signed up to compete, donated and supported the foundation and are looking forward to an awesome day on the greens."

“KEYS TO KAULIG’S
SUCCESS: HAVE FUN,
LEARN AND GIVE BACK.
~FORBES~

Through its Kaulig Charitable Giving Programs, the organization aims to support the well-being of children and families and develop partnerships with like-minded nonprofits in Northeast Ohio and beyond. "It is an honor to partner with the PitCCh In Foundation that gives back to communities in a way that is so special to Kaulig Companies," said Matt Kaulig, Executive Chairman of Kaulig Companies and founder of Kaulig Giving. "With both of us having ties to Cleveland, sports and philanthropy, it was an authentic connection when we were first introduced to CC's team, and an easy decision to align with their efforts to give back, much like we do at Kaulig Giving."



THE NASCAR FOUNDATION

The NASCAR Foundation and Kaulig Giving joined forces for the Foundation's annual "Speedy Bear Brigade" in NASCAR race markets across the nation to celebrate National Teddy Bear Day.

"Our Speedy Bear Brigade has become an important date on The NASCAR Foundation's calendar each year," said Nichole Krieger, The NASCAR Foundation executive director. "We are thrilled to have our friends from Kaulig Giving come alongside us to bring smiles to so many children when they receive their new Speedy Bear."

"We're honored to team up with The NASCAR Foundation to deliver cheer, positivity, and comfort to children in hospitals across the country with the Speedy Bear Brigade program," said Matt Kaulig, team owner of Kaulig Racing and founder of Kaulig Giving. "Our partnership with The NASCAR Foundation is a natural fit – and very special to us as we continue to grow our relationship on and off the track. All of us share the incredible goal of impacting the communities we love by helping children in need live happier, healthier lives."

NASCAR fans are encouraged to join our Speedy Bear Brigade by making a \$25 donation to The NASCAR Foundation to sponsor a Speedy Bear and send a get-well message to a child in the hospital. As an additional incentive, Kaulig Giving will match all contributions made at NASCARfoundation.org up to \$25,000.

“THE MORE WE MAKE,
THE MORE WE GIVE”





KEY PARTNERS

“OUR BROADCAST PARTNERS PLAY AN IMPORTANT ROLE IN ELEVATING THE STORY OF OTHERS.”

NBC

The Olympic Games are the epitome of must-see tv, uniting families from around the world. WKYC welcomes Matt Kaulig as a special contributor to our nightly Olympic recap to present the Power of Inspiration. Northeast Ohio is Matt's home base for philanthropy, and his outreach with Kaulig Giving continues to inspire us all

“Proud to be on the Olympic broadcasting team to present inspiring moments that viewers talk about for years to come.” Matt Kaulig



FOX

Teaming up with Fox to spotlight a organization or person who is making a true difference in the community. Matt knows that is not only important for him to give back, but to also stress the impact that others have made in the community. Kaulig sits down for a monthly interview with the organization which is then aired on Fox. Viewers can catch Kaulig monthly on the noon news where he uses this platform to drive marketing for the selected organization.

KEY PARTNERS



THE UNIVERSITY OF AKRON

Since his days at the University Of Akron Matt Kaulig continues to give back. As the UA Quarterback in the 90's, Kaulig has continually provided funds to the Zips football team and their athletic program. Matt remains heavily involved in the Akron Zips community by sponsoring programs and being a spokesperson for the University in series of commercials airing on various networks.



“DO SOMETHING
GREAT!”



At Kaulig Media, our vision of success is measured by the total success of all Kaulig Companies and its strategic partners.

Our mission as marketing experts is to amplify their voice, share their story, develop their vision, and refine their positions in all aspects of business.

Just like our infinity logo, all Kaulig Companies are interconnected and essential to one another. And like the infinity, each Kaulig Media team member is crucial in building these internal brands. Kaulig Media is the engine for all marketing efforts; creating amazing content, graphics, images, photography, video, strategies, and products to push the needle. They are the fuel that keeps the engine roaring!

MAKE IT HAPPEN

creativity + strategy = results



“HUSTLE.”

MATT KAULIG PRESS KIT

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