



A FASTER AND BETTER WAY FOR BUSINESS OWNERS TO CONNECT WITH BUYERS

BUYER PROFILES



CATEGORY A (target equity investment >\$100MM)

Buyer 2 – “...focuses on building companies with leading market positions and superior management teams. Our founders, managing directors and deal team members are among the largest investors.” Of all completed acquisitions, over half were family businesses.

Buyer 4 – “... have over \$6.5 billion in committed capital and ... knowledge gained from working with over 100 portfolio companies with an aggregate investment value of \$20 billion.... We maintain the firm’s culture of teamwork, inclusiveness and consensus decision making....Seek companies with a minimum of \$40 million in EBITDA and a have a great consolidation or growth story.... likes to invest a minimum of \$50 million and is open to both majority and minority positions. We prefer opportunities where management teams invest along side of us...in all cases; we work to address management (compensation) issues in an equitable manner, with the goal of fostering a true sense of partnership between management and us.”

Buyer 16 – “.... seeks to become long-term partners with family business owners, management teams, and exceptional CEOs who have as their goal significant long-term growth in their enterprise.”

“Philosophically, we believe that building a business takes time. We can invest capital in a business for up to ten years, or twice the duration of most funds ...”

“We believe in people...we have had the privilege of building trusted relationships with amazingly talented ...people of the highest integrity ... that do business on a handshake and put the interest of their employees and partners ahead of themselves.... We treasure the connections that business owners have to their communities as well as their own employees, a connection that makes their businesses great places to work.”

Buyer 23 – “In total... has invested in 18 franchise brands that together have generated more than \$4 billion in system sales and have 45,000 points of distribution in all 50 U.S. states and 36 countries around the world.”

Buyer 26 – “... is the recognized leader in the U.S. in building and investing in leading middle-market branded consumer companies.” The firm:

- Pioneered the use of private equity in high-growth, middle-market branded consumer companies
- Is the most experienced consumer-focused equity fund in the U.S.

Buyer 30 – “We’re in the business of creating long-term value. We do it with a clear focus and vision.” The firm has completed over 75 acquisitions of control and non-control opportunities.

CATEGORY B (target equity investment between \$50MM & \$100MM)

Buyer 17 – “...is capitalizing on high-growth investment opportunities created by the accelerating demand for clean, secure energy and the large-scale transition to a low-carbon global economy.

Buyer 18 – “...We recognize that the world of a CEO is a different one from that of the investment professional, and therefore, call on the help of operating partners to bridge that gap.... Our firm takes a focused, proactive, partnership approach to making control growth and buyout investments in lower middle market companies. We target niche business services companies, including light manufacturing and distribution, with \$20 to \$200 million in revenue....we invest side-by-side with management going into a transaction and structure significant management equity incentives based upon the successful outcome of an investment.”

Buyer 19 – “We also remove syndication risk by using single lenders or a small group of lenders that we know to finance our platforms. As a result, *we have closed over 90% of the Letters of Intent that we have signed in our 20 year history and have never failed to close a transaction due to financing.*”

Buyer 22 – Global buyer that has acquired more middle market private companies than any other buyer in a variety of industries: “We focus exclusively on the smaller end of the middle market, with over 280 transactions in 22 years.... We only make promises we can keep.”

Buyer 25 – “...is a private equity firm focused on partnering with founder and family owned businesses in the United States and Canada

- Headquartered in Southeastern U.S.
- Completed 150 transactions
 - - \$4 billion in value

Buyer 27 – “We manage over \$445mm in private equity, with a focus on middle-market companies. Our senior management team has worked together for more than 15 years, completing more than 130 acquisitions in over 35 industries.....We find that our dependable-handshake approach to business creates a personal and cultural fit with the business owners and management teams we work with.”

Buyer 28 – “...is a private equity firm that manages \$3 billion of private debt and equity capital for middle market companies in the information, media, education, and business services industries. We provide equity, mezzanine and senior debt for acquisitions, refinancing, and growth capital. “

Buyer 29 – “We purchase control or significant minority positions in companies with strong management, high-upside ... Our focus on the middle-market gives business owners ... a proven, experienced partner who understands the specific needs, economics, and success factors associated with this growth-driven market segment ... We have a straightforward approach to business. Open communication and fairness



are hallmarks of our culture. We encourage every prospective partner to contact any current or past portfolio company owner or manager to get an insider's view of us.”

CATEGORY C (target equity investment <\$50MM)

Buyer 1 – “...has closed 66 investments and is sensitive to the issues facing management and can provide sound advice and value creation that will position a company for a successful sale, whereby we will exit side-by-side with the majority owner(s).....”

“We seek equity investments in smaller companies where our experience and resources can be leveraged without interfering in the day-to-day operations of the company... minority recapitalizations for business owners who desire immediate liquidity yet wish to participate in the growth of their business by maintaining operating control....We look to truly partner with management teams who are driven by “ownership” in their businesses and we have no set exit date pressure that allows us to exit at the opportune time.”

Buyer 3 - “Our investment strategy is to invest in privately held, operating companies in the Southeast with established revenues and cash flows, centered in the industries of manufacturing, value added distribution, consumer products, business services, and healthcare.... where management participates in the equity ownership. ”

Buyer 6 – “...Our Unique, Income-Oriented Investment Approach is structured to capitalize portfolio companies conservatively, using significantly more equity and less debt than is typical in our industry. ...creating a strong balance sheet to support growth....We invest for the long-term and our portfolio companies generate a growing stream of current income....we have completed control and minority investments in more than sixty North American private companies....”

Buyer 7 – Is a publicly owned business development company and has owned one company for decades. “We provide patient capital to exceptional businesses with significant growth potential...Our investment approach is distinctive because we:

1. Provide long-term, patient capital for sustained growth.
2. Leave control with current owners.
3. Always have funds to invest.

Buyer 8 – “.... has closed 60 transactions, representing \$2 billion in financings. With over \$600 Million under management through multiple committed funds, (the firm) actively seeks to invest in lower middle-market companies located primarily in the South, but also throughout the U.S.

Firm provides junior capital to lower middle-market companies for growth financings, management buyouts, control/leveraged buyouts, acquisitions and recapitalizations.



Buyer 9 – “The principals are the largest investors in our fund that allows us to think and act like owners and focus on long-term, after-tax compounding of capital rather than short term “flips”. We have closed on each of our last four investments within 60 days of entering into an exclusivity period, with an average diligence period of 45 days. We happily facilitate conversations between prospective partners and our existing management teams to better understand what life is like with us.”

Buyer 10 - “..... is an innovative private equity firm built specifically to help consumer products companies grow. We invest exclusively in leading consumer products companies, and utilize the experience and network of our operating partners at to accelerate their growth.”

We seek companies that are strong financial performers and market leaders, led by a highly motivated management team that wants to own, as well as run, the business.

Buyer 11 – “...provides long-term capital and management support to leading middle-market companies in the environmental industry. We consider all companies that provide any of a diverse range of goods and services to prevent, limit, or correct environmental damage to water, air, soil, or human health....We make majority or significant minority investments and then work closely with company managements to build value together.”

Buyer 12 – “...is committed to supporting management teams of businesses with \$10 million to \$75 million in revenue in creative, flexibly structured transactions. We invest as a majority or minority investor in order to work with you to identify the best investment structure to help you grow your business and meet your ownership objectives.” Prefers companies headquartered in the Eastern US.

Buyer 13 – “...is focused on making private equity investments in a diverse portfolio of companies operating in the eastern United States.” The firm is interested in companies with revenues in excess of \$10 million and EBITDA in excess of \$2 million in Business Services, Manufacturing, Education and Training, Health Care, Financial Services and Consumer Products sectors.

Buyer 15 – “.... is an operating-oriented private equity firm founded in 2005 that focuses exclusively on the healthcare industry.... acquires control or significant minority ownership in both public and private companies with enterprise values between \$10 and \$100 million.”

Buyer 20- “... we focus exclusively on management-led leveraged acquisitions of small companies with niche strategies. We manage three funds totaling \$470 million and are backed by a premier group of institutional investors.... we have invested nationwide in nearly 80 companies in a broad range of niche markets, including consumer, commercial, manufacturing, distribution, and specialty business and consumer services.”



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Buyer 21 – One of the oldest and most experienced investment firms in the Southeast and have acquired or invested in companies in a broad range of industries with combined revenues in excess of \$600 million. “We invest between \$3 million and \$7 million in each transaction and have the capability to bridge equity above \$7 million.... Prefer companies involved in light manufacturing, distribution and selected service industries.”

Buyer 24 – “...is focused on the lower middle market and invest in a wide range of industries...we target private family businesses with revenue between \$10 and \$100 million and we strive to be the partner of choice for owners, entrepreneurs and management teams....we partner with management teams where they have limited or no current ownership...work with owners to facilitate generational transition of ownership for estate planning ...or to acquire ownership stake of those family members not active in the business.”