



## INVESTMENT CRITERIA

Eagle seeks to invest in companies that meet the following preferred criteria:

### GEOGRAPHY

- Focus on companies with operations in the Southeast including Texas

### FINANCIAL

- Company EBITDA: \$2 - \$20 million
- Equity Check Size: \$10 - \$50 million

### TRANSACTIONS

- Family-owned transition
- First institutional capital
- Recapitalizations
- Growth capital
- Industry consolidation
- Add-ons / organic development

## PROFESSIONALS

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## INVESTMENTS

<p><i>Current</i></p>  <p>Franchisee of garage, electric, and plumbing home services</p>	<p><i>Current</i></p>  <p>Franchisor of furniture restoration services</p>	<p><i>Current</i></p>  <p>Franchisor of home inspection services</p>	<p><i>Current</i></p>  <p>Commercial roofing and waterproofing services provider</p>	<p><i>Current</i></p>  <p>Operator of auto collision repair shops</p>	<p><i>Current</i></p>  <p>Franchisor of health and safety services</p>
<p><i>Current</i></p>  <p>390+-unit franchisor of kids coding centers</p>	<p><i>Exited</i></p>  <p>Operator and developer of premium, express car washes</p>	<p><i>Exited</i></p>  <p>Designer and manufacturer of recreational surfacing products</p>	<p><i>Exited</i></p>  <p>Largest Planet Fitness franchisee with 168 locations</p>	<p><i>Exited</i></p>  <p>150+-unit fast-casual restaurant franchisor</p>	

## BACKGROUND & EXPERIENCE

Eagle Merchant Partners is a private equity firm headquartered in Atlanta, GA. Eagle invests in lower middle-market Consumer and Industrial companies primarily in the Southeastern U.S.

Eagle works with management teams to develop value creation plans with specific initiatives.

We look for opportunities to partner with founder-owners and exceptional management teams that want to accelerate the growth of their company.

## SUBSECTORS & THEMES OF INTEREST

### CONSUMER

- ✓ Differentiated multi-unit brands in growing sectors
- ✓ Non-discretionary services tested through economic cycles
- ✓ Scalable operating models and multiple paths for growth including add-on acquisitions, unit expansion, and four-wall performance improvement
- ✓ High margin unit-level economics or with a visible path to profitability

### INDUSTRIAL

- ✓ Niche manufacturing and industrial services companies with high margins
- ✓ Growing, defensible industries with stable end markets and proven ability to perform during economic cycles
- ✓ Engineering differentiation and production efficiencies, including process automation
- ✓ Scale benefits from add-on acquisitions

## FOCUS AREAS



### Childhood Enrichment

- ✓ Education
- ✓ Sports
- ✓ Test Prep



### Automotive

- ✓ Collision centers
- ✓ Tires
- ✓ Car wash
- ✓ Calibration



### Facilities Services

- ✓ Cabling & IT solutions
- ✓ Mechanical services
- ✓ Landscape management



### Industrial Services

- ✓ Infrastructure services
- ✓ Environmental services
- ✓ Equipment rentals



### Health & Wellness

- ✓ Fitness
- ✓ Removals
- ✓ Spa services



### Home Services

- ✓ Improvement
- ✓ Services
- ✓ Repair



### Engineered Components

- ✓ Valves
- ✓ Filtration
- ✓ Test & measurement



### Building Products

- ✓ Outdoor living
- ✓ Roofing products & services

### Eagle Merchant Partners