



BACKGROUND

Eagle Merchant Partners is a private equity firm investing in Consumer and Industrial companies primarily in the Southeastern U.S. The Eagle team is one of the most experienced private equity investors in the Southeast with fifteen years working together and over \$700 million of equity invested. Equity is sourced from Eagle's committed fund.

EXPERIENCED INVESTORS IN THE SE

- Headquartered in Atlanta, GA
- Successful long-term track record with over 16 platform acquisitions
- 85%+ of investments in the Southeastern U.S.
- Opportunity to be first institutional capital and / or partner with family businesses
- Pursue growth through add-on acquisitions and / or organic development

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 SIZE

- Company EBITDA: \$3 - \$30 million
- Equity Check Size: \$10 - \$50 million


INDUSTRIES

- **Consumer:** franchise, restaurant, fitness, consumer services
- **Industrial:** niche manufacturing and industrial services


TRANSACTIONS

- Family-owned business transitions
- Recapitalizations
- Growth capital
- Majority ownership

PORTFOLIO



Code Ninjas
350+-unit franchisor of kids coding centers
Consumer / Current



Caliber Car Wash
Operator and developer of premium, express car washes
Consumer / Realized



The Recreational Group
Designer & manufacturer of recreational surfacing products
Industrial / Realized



Chicken Salad Chick
150+-unit fast-casual restaurant franchisor
Consumer / Realized



United PF Partners
Largest Planet Fitness franchisee with 168 locations
Consumer / Realized



Square 1 Dairy Queen
franchisee in Texas
Consumer / Realized

PROFESSIONALS

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DEEP OPERATING EXPERIENCE AND UNIQUE INVESTMENT STRUCTURE

Eagle works with management teams to develop value creation plans with specific initiatives. The Eagle team invests the time to understand critical opportunities, challenges and objectives facing the company and to create a culture that produces results through planning, executing and communication. We look for opportunities to partner with founder-owners and management teams that want to accelerate the growth of their company.

SUBSECTORS AND THEMES OF INTEREST

CONSUMER SECTOR	INDUSTRIAL SECTOR	SITUATIONS
<ul style="list-style-type: none"> • Franchisors • Health & wellness • Restaurant • Retail and restaurant support services • Residential and home services • Childhood enrichment • Automotive • Outdoor Living • Food manufacturing and specialty distribution 	<ul style="list-style-type: none"> • Niche manufacturing • Engineered components • Specialty chemicals • Specialty packaging • Roofing products and services • Industrial MRO services • Infrastructure services • Facilities Services • Value-added distribution • Environmental services and remediation 	<ul style="list-style-type: none"> • Family-owned business transitions • Industry consolidation • Growth capital for expansion and unit growth • Recapitalizations • First institutional capital

SELECT INVESTMENTS

CONSUMER			INDUSTRIAL	
 <p>Operator and developer of premium, express car washes</p>	 <p>350+-unit franchisor of kids coding centers</p>	 <p>Largest Planet Fitness franchisee with 168 locations</p>	 <p>Designer and manufacturer of recreational surfacing products</p>	 <p>Manufacturer of drill bits and products for energy and mining</p>
 <p>150+-unit restaurant franchisor</p>	 <p>Leading Southeastern QSR with 360 units</p>	 <p>Global chicken QSR with over \$1 billion in system sales</p>	 <p>Largest global manufacturer of structural geogrids for infrastructure applications</p>	 <p>Custom envelope and specialty packaging manufacturer</p>

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