



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 fourteen years working together and over \$700 million of equity invested. Equity is sourced from U.S. and European family offices and institutions and invested on an individual company basis providing unique flexibility on hold periods.

EXPERIENCED INVESTORS IN THE SE

- Headquartered in Atlanta, GA
- Successful long-term track record with over 15 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

CURRENT PORTFOLIO



Code Ninjas
240+-unit franchisor of kids coding centers
Consumer



The Recreational Group
Designer & manufacturer of recreational surfacing products
Industrial



Air Ambulance Worldwide
Leading fixed-wing air-ambulance provider
Consumer



Square 1
Dairy Queen franchisee in Texas
Consumer



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



United PF Partners
Largest Planet Fitness franchisee with 168 locations
Consumer

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 • Fitness & wellness • Restaurant • Retail and restaurant support services • Residential and home services • Food manufacturing and specialty distribution • Childhood enrichment 	<ul style="list-style-type: none"> • Niche manufacturing • Engineered components • Specialty chemicals • Specialty packaging • Roofing products and services • Industrial MRO services • Infrastructure 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>CODE NINJAS 240+-unit franchisor of kids coding centers</p>	 <p>unitedpfpartners Largest Planet Fitness franchisee with 168 locations</p>	 <p>CHICKEN SALAD CHICK 150+-unit restaurant franchisor</p>	 <p>RG THE RECREATIONAL GROUP Designer and manufacturer of recreational surfacing products</p>	 <p>VAREL INTERNATIONAL Manufacturer of drill bits and products for energy and mining</p>
 <p>J.Jill Leading multi-channel fashion retailer of women's apparel</p>	 <p>Krystal Leading Southeastern QSR with 360 units</p>	 <p>Church's CHICKEN Global chicken QSR with over \$1 billion in system sales</p>	 <p>Tensar Largest global manufacturer of structural geogrids for infrastructure applications</p>	 <p>k&c ventures Custom envelope and specialty packaging manufacturer</p>