



Building Market-Leading Companies

Led by principals, each with over 25 years of private equity investing experience, Riata is a leading private equity firm. We partner with seasoned management teams to invest in growing, profitable, privately-held companies with a focus on three industry sectors—business services, consumer, and healthcare services. RCG takes a selective approach to investing in high-potential businesses whose owners and management teams want an investment partner with the capital, experience, and record of successful collaboration required to achieve their liquidity and value-creation objectives. We provide entrepreneurs and management teams the support they need to build exceptional middle market companies.

Investment Profile

✓ Size

- Equity investments of \$25 –\$150 million
- EBITDA of \$5 –\$30 million
- Total enterprise value of \$25 –\$300 million

✓ Attributes

- Large and growing TAM
- Distributed recurring/re-occurring revenue profile
- Strong operating margins & free cash flow conversion
- Competitive barriers with “Right to Win”

✓ Structure

- Primarily control investments
- Recaps, buyouts, divisional carve-outs, CEO-led buy & builds, and growth capital
- Flexible capital structures

RCG Sector Focus

Business Services

Tech-Enabled

- Managed IT Services
- Digital Marketplace
- GRC / Cybersecurity
- GovTech / RegTech
- Construction / PropTech
- Supply Chain / T&L
- Fintech & Payment Services
- Data Analytics / Information Services

Traditional

- BPO Services
- Testing, Inspection, Certification & Compliance
- Digital Infrastructure Services
- Energy Infrastructure
- Environmental / Sustainability Services

Consumer

Multi-Site Services

- Automotive Maintenance & Repair Services
- Beauty, Health & Wellness Services
- Pet Boarding, Daycare & Grooming Services

Residential Services

- Garage Door Maintenance
- Pest Control
- Pool Maintenance

Healthcare Services

Payer Services

- Payment Integrity
- Provider Management
- Patient Engagement
- Patient Navigation
- Care Coordination & Clinical Communications

Provider Services

- Revenue Integrity
- Population Health Management
- Value-Based Care Consulting & Contracting

25+ Years
Sector Focused



BUSINESS SERVICES



CONSUMER



HEALTHCARE SERVICES

RCG
At-A-Glance

\$2B+

CAPITAL INVESTED

45+

PLATFORM ACQUISITIONS

300+

ADD-ON ACQUISITIONS

\$7B+

TRANSACTION VALUE

+5x

EBITDA GROWTH DURING
HOLDING PERIOD



Representative Investments



Leading eyecare platform that currently owns and operates over 500 optometry practices across 30+ states

HEALTHCARE SERVICES
CURRENT



High-growth provider of subscription-based residential pest control services across 26 markets nationwide.

CONSUMER
CURRENT



Leading operator of company-owned salon suites that provide individual salon studio venues and value-added services to over 2,750 beauty care professionals across 37 locations in four states

CONSUMER
CURRENT



Category-leading specialty retailer of athletic, fashion, and work-related footwear and accessories serving the Multi-cultural consumer

CONSUMER
REALIZED



Leading provider of artificial lift products and services

BUSINESS SERVICES
REALIZED



Investment Team

Jeff Fronterhouse
Managing Partner

Barron Fletcher
Managing Partner

Blake Battaglia
Managing Partner

Jay Bradford
Partner -
Operations

Satish Dave
Managing Director - Operations

Jeffrey Porter
Managing Director - Operations

Marla Cannon
Managing Director -
Business Development
& Investor Relations

Tom Belatti
Principal

Brandon Boyd
Principal -
Business Development

Will Byers
Principal

David Parker
Principal

John Clayton
Senior Associate

Crane McGuckin
Senior Associate

Emily Hall
Associate

Nicole Welsh
Associate

Select Historical Investments



BUSINESS SERVICES
BUY AND BUILD



CONSUMER
RECAPITALIZATION



HEALTHCARE SERVICES
BUY AND BUILD



BUSINESS SERVICES
BUYOUT



CONSUMER
GROWTH CAPITAL



HEALTHCARE SERVICES
DIVISIONAL CARVEOUT



BUSINESS SERVICES
BUYOUT



CONSUMER
RECAPITALIZATION



HEALTHCARE SERVICES
DIVISIONAL CARVEOUT