RCG Riata Capital Group

# Building Market-Leading Companies

Riata is a leading private equity firm that partners with seasoned management teams to invest in growing, profitable, privately-held companies in 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 and 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

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

#### Traditional

- Commercial and Facility Services
- Digital Infrastructure Services
- Environmental Services
- Testing, Inspection, Certification & Compliance

### Consumer

#### Multi-Site Services

- Automotive Aftermarket
- Beauty, Health & Wellness
- Pet Boarding, Daycare & Grooming
- Youth Enrichment & Sports

#### Residential Services

- Garage Door Maintenance
- Landscaping / Lawn Care
- Pest Control
- Pool Maintenance
- Restoration / Mitigation

### Healthcare Services

#### Payer Services

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

#### Provider Services

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

## 25+ Years Sector Focused

BUSINESS SERVICES

CONSUMER

HEALTHCARE SERVICES

## RCG At-A-Glance

**$2B+**
CAPITAL INVESTED

**47**
PLATFORM ACQUISITIONS

**498+**
ADD-ON ACQUISITIONS

**$7.9B+**
TRANSACTION VALUE

**+7x**
EBITDA GROWTH DURING HOLDING PERIOD


4550 Travis Street, Suite 500 | Dallas, Texas 75205 | 214.740.3600 | www.riatacapital.com

## Representative Investments

| | | |
|---|---|---|
| COEO | Provider of managed network and cloud collaboration solutions to small and mid-sized enterprises, supporting multi-location customers with thousands of locations across a variety of sectors | BUSINESS SERVICES CURRENT |
| GOVERNMENT WINDOW | Provider of cloud-based integrated payment solutions to local government agencies to facilitate secure digital transactions between government departments and constituents | BUSINESS SERVICES CURRENT |
| AEG VISION | Leading eyecare platform that currently owns and operates over 600 optometry practices across 38 states | HEALTHCARE SERVICES CURRENT |
| salonrepublic | 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 41 locations in five states | CONSUMER CURRENT |
| GREENIX | High-growth provider of subscription-based residential pest control services across 26 markets nationwide | CONSUMER REALIZED |

## Select Historical Investments

| | | |
|---|---|---|
| MASERGY<br>BUSINESS SERVICES BUY & BUILD | EUROPEAN WAX CENTER<br>CONSUMER RECAPITALIZATION | HEALTHCARE SOLUTIONS<br>HEALTHCARE SERVICES BUY & BUILD |
| RCN<br>BUSINESS SERVICES BUYOUT | TEAVANA<br>CONSUMER GROWTH CAPITAL | VISION SOURCE<br>HEALTHCARE SERVICES DIVISIONAL CARVEOUT |
| Cast & Crew<br>BUSINESS SERVICES BUYOUT | WSS Shoes. Style. Selection.<br>CONSUMER RECAPITALIZATION | Smile Source SIGNATURE DENTAL CARE<br>HEALTHCARE SERVICES DIVISIONAL CARVEOUT |

* Riata Resources Group

## Investment Team

**Jeff Fronterhouse**
Managing Partner

**Barron Fletcher**
Managing Partner

**Blake Battaglia**
Managing Partner

**Marla Stein ***
Managing Director - Business Development & Investor Relations

**Tom Belatti**
Principal

**Brandon Boyd ***
Principal - Business Development

**David Parker**
Principal

**Jared Beauchamp**
Vice President

**John Clayton**
Senior Associate

**Ellis Prince**
Senior Associate

**Jake Hoffpauir**
Associate

**Hope Masters**
Associate

**Georgia Van Os ***
Associate

## Operations Group

**Jay Bradford ***
Partner

**Satish Dave ***
Managing Director

**Jeffrey Porter ***
Managing Director

**Mike Wons ***
Managing Director


Please send inquiries to: Marla Stein | mstein@riatacapital.com | 214.740.3600 | www.riatacapital.com