



# 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 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 / Reg Tech
- 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

400+

ADD-ON ACQUISITIONS

\$7.6B+

TRANSACTION VALUE

+6x

EBITDA GROWTH DURING HOLDING PERIOD





# Investment Team

## Representative Investments

	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
	Provider of a best-in-class, proprietary payments software platform to small to mid-size counties and municipalities across more than 30 states in the U.S.	BUSINESS SERVICES CURRENT
	Leading eyecare platform that currently owns and operates over 500 optometry practices across 30+ states	HEALTHCARE SERVICES 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
	High-growth provider of subscription-based residential pest control services across 26 markets nationwide	CONSUMER REALIZED

**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

**Crane McGuckin**  
Vice President

**John Clayton**  
Senior Associate

**Jake Hoffpauir**  
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

