

## Overview

Osceola Capital Management is a Tampa-based private equity firm that invests in lower middle market services companies. Our strategy is to partner with exceptional management teams and drive long-term value creation through a combination of strategic acquisitions, internal growth initiatives, and operational improvements. We offer a unique blend of operations and transaction experience to help support our management teams – principals of Osceola have served in C-suite positions of businesses they have founded, grown, and ultimately sold to private equity funds, and we have completed over 150 acquisitions as both private equity investors and operators. Osceola was founded in 2014 and has approximately \$400 million in assets under management. Osceola is currently investing out of Fund II (a \$200M fund) and is still actively supporting add-on acquisitions for platforms out of Fund I (a 2018-vintage \$125M fund). Since launching our first institutional fund in 2018, Osceola has completed 10 platform investments and over 90 add-on acquisitions.

## Business and Industry Attributes

- Unique value proposition and sustainable competitive advantages
- Strong and experienced management teams
- Recurring revenue base with limited concentration
- Strong margins and high free cash flow generation
- Industry structures supportive of buy-and-build strategy

## Platform Investment Financial Criteria

**\$5 - 75M**

Revenue

**\$2 - 10M**

EBITDA

**10+**

Total Platforms

**90+**

Total Add-ons

## Investment Sourcing and Business Development Contacts

Our team of investment professionals, with decades of both private equity and C-suite operations experience, is actively looking for new opportunities to invest in lower middle market companies with significant growth potential

### Deal Opportunities & Portfolio Inquiries

**BEN MOE**  
Managing Partner  
bmoe@osceola.com  
813.492.5630

**PATRICK WATKINS**  
Partner  
pwatkins@osceola.com  
813.492.5633

**MILES BAKKER**  
Vice President  
mbakker@osceola.com  
813.492.5632

**KURT SCHWAB**  
Vice President  
kschwab@osceola.com  
813.492.5635

### General Fund & IR Inquiries

**WILL NEWBRANDER**  
Partner & CFO  
wnewbrander@osceola.com  
813.492.5634

## Where We Invest



**PROFESSIONAL SERVICES**



**FACILITY SERVICES**



**OUTSOURCED HEALTHCARE SERVICES**



**TECH-ENABLED SERVICES**

# Current Portfolio

COMPANY	BUSINESS DESCRIPTION	Add-On Criteria
 <p>Feb 2023   HQ: Houston, TX</p>	<p>Sightline Services is a signage and exterior facility services provider for customers with leading brands in the quick service restaurant, convenience store, gas station, industrial, and commercial industries with physical locations.</p>	<ul style="list-style-type: none"> <li>• 1 Closed</li> <li>• Commercial signage installation and maintenance</li> </ul>
 <p>Jan 2023   HQ: Tampa, FL</p>	<p>Flotilla Partners is a provider of water treatment and testing services to residential and commercial customers across Florida and the greater Southeastern US.</p>	<ul style="list-style-type: none"> <li>• 5 Closed</li> <li>• Core service offering enhancement (maintenance, repair, testing, installation)</li> <li>• Southeastern US</li> </ul>
 <p>REVELATION PHARMA CORPORATION</p> <p>Jan 2021   HQ: Atlanta, GA</p>	<p>Revelation Pharma is a provider of specialty pharmacy compounding services offering customized compounded pharmaceuticals in multiple dosages and delivery forms to physician offices and veterinary clinics across the US</p>	<ul style="list-style-type: none"> <li>• 18 Closed</li> <li>• 503A pharmacy compounding</li> <li>• 503B pharmacy compounding</li> <li>• Human and veterinary pharmacy compounding</li> </ul>
 <p>INDUSTRY SERVICES CO. INC.   Since 1984</p> <p>Aug 2020   HQ: Mobile, AL</p>	<p>Industry Services Co is a prover of industrial maintenance services, including refractory maintenance, mechanical services, plant maintenance, and field tank services</p>	<ul style="list-style-type: none"> <li>• 7 Closed</li> <li>• Refractory maintenance</li> <li>• Mechanical and plant maintenance</li> <li>• Industrial maintenance and turnaround/shutdown services</li> </ul>
 <p>Central Medical Supply Group</p> <p>Jun 2020   HQ: Flanders, NJ</p>	<p>Central Medical Supply Group is a provider of outsourced durable medical equipment management solutions to hospice agencies and facilities</p>	<ul style="list-style-type: none"> <li>• 4 closed</li> <li>• Hospice DME management</li> <li>• Respiratory, wound care, and home health supply distribution</li> </ul>
 <p>PayrHealth</p> <p>Dec 2019   HQ: Austin, TX</p>	<p>PayrHealth is a provider of payor contracting, credentialing, RCM, and consulting services to physician offices, medical groups, hospitals, ASCs, health systems, and DME providers nationwide</p>	<ul style="list-style-type: none"> <li>• 4 Closed</li> <li>• Payor contracting</li> <li>• Healthcare revenue cycle management</li> </ul>
 <p>TENDIT</p> <p>Aug 2019   HQ: Denver, CO</p>	<p>Tendit is a provider of pressure washing, asphalt maintenance, landscaping, pavement marking &amp; striping, window cleaning, snow removal, power sweeping, and other exterior facilities services to commercial and municipal clients</p>	<ul style="list-style-type: none"> <li>• 11 Closed</li> <li>• Exterior facilities services</li> <li>• Mountain West region</li> </ul>
 <p>Quote.com</p> <p>Dec 2018   HQ: Tampa, FL</p>	<p>Quote is a digital customer acquisition marketing business that procures leads through its portfolio of high-traffic web domains, serving the auto, home, life and health insurance and legal markets</p>	<ul style="list-style-type: none"> <li>• 28 Closed</li> <li>• Organic search lead generation</li> <li>• Paid search lead generation</li> <li>• End markets including auto, home, life, and health insurance; legal services</li> </ul>
 <p>TALENT GROUP</p> <p>Jul 2018   HQ: Houston, TX</p>	<p>Talent Group is a provider of temporary IT and life sciences professionals to corporations nationwide</p>	<ul style="list-style-type: none"> <li>• 5 Closed</li> <li>• Temporary IT staffing</li> <li>• Temporary staffing for life sciences, finance, accounting, and administrative</li> </ul>
 <p>FORWARD SOLUTIONS</p> <p>Jun 2017   HQ: Chicago, IL</p>	<p>Forward Solutions is a provider of outsourced sales and marketing services to sanitation, safety, disposables, packaging, utility, telecom, industrial MRO, electrical supplies, industrial packaging, and foodservice equipment manufacturers</p>	<ul style="list-style-type: none"> <li>• 23 Closed</li> <li>• Manufacturers' rep agencies</li> <li>• Outsourced sales and marketing services</li> </ul>