



Overview

Osceola Capital is a Tampa, Florida 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 led over 100 corporate finance transactions (\$1 billion+ in capital) and served as the CEO, CFO, or president of over 15 successful organizations. Osceola also has demonstrated expertise in forming platforms through serial acquisition within fragmented industries, which creates unique opportunities for targets with less than \$5 million of EBITDA. Osceola was founded in 2014 and has over \$125 million in assets under management.

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

Revenue	EBITDA	EBITDA Margins	Transaction Types
\$5 - \$50 MM	\$1 - \$10 MM	10% +	Majority Equity

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

MICHAEL BABB
Managing Partner

mbabb@osceola.com
813.492.5629

BEN MOE
Managing Partner

bmoe@osceola.com
813.492.5630

WILL NEWBRANDER
Director

wnewbrander@osceola.com
813.492.5634

PATRICK WATKINS
Vice President

pwatkins@osceola.com
813.492.5633

ERIK SEWELL
Vice President

esewell@osceola.com
813.492.5632

Where We Invest



BUSINESS SERVICES



TECH-ENABLED SERVICES




INDUSTRIAL SERVICES



HEALTHCARE SERVICES

Current Portfolio

COMPANY	INDUSTRY	BUSINESS DESCRIPTION	DATE
	Business Services Industrial Services	Top Gun Pressure Washing is a leading provider of pressure washing and exterior facilities services to commercial and local government clients in the Rocky Mountain region of US. www.topgunpressurewashing.com	2019
	Tech Services Business Services	360 Quote is a customer acquisition marketing business that procures customer leads through its portfolio of premium, high-organic traffic properties, primarily serving the auto insurance market. Its flagship brands include AutoInsurance.org and CarInsuranceComparison.com. Osceola has completed 9 acquisitions within the 360 Quote platform. www.360quotellc.com	2018
	Business Services	Talent Group provides contracted staffing services concentrating on the deployment of highly-skilled, in-demand Information Technology (“IT”) professionals. Osceola has completed 2 acquisitions within the Talent Group platform. www.gottalent.com	2018
Industrial & Institutional Sales Group	Business Services	Industrial and Institutional (“I&I”) Sales Group provides outsourced sales and marketing services to janitorial and foodservice disposable manufacturers. Osceola has completed 4 acquisitions within the I&I Sales Group platform. www.hensonsales.com www.bullseye.net www.cinpak.com www.pfmonline.com	2017
	Tech Services Business Services	O’Cloud is a leading provider of cloud-based web hosting services, including shared, VPS and dedicated hosting services. Osceola has completed 7 acquisitions within the O’Cloud platform. www.dedicatdnw.com www.webhostingbuzz.com www.mochahost.com www.coolhandle.com	2017
	Industrial Services	CMS is a premier manufacturer of customer-engineered printing systems, moisturizers, laminators, slitters, roll coaters, and a variety of material handling equipment and systems for the converting industry. www.cmsindtech.com	2016
	Business Services Industrial Services	Anuvia manufactures high-efficiency, sustainable bio-based fertilizers for the agriculture, turf and lawncare industries. The Company’s proprietary technology improves soil health, preserves natural resources, reduces greenhouse gas emissions, and optimizes nutrient availability and efficiency for plants. www.anuviaplantnutrients.com	2016