



OSCEOLA[®]

CAPITAL MANAGEMENT

Overview

Osceola Capital is a Tampa, Florida based private equity firm, focused on buyouts of services companies. Osceola focuses exclusively on buy-and-builds in the lower middle market, by supporting our management teams in executing add-on acquisitions and optimizing overall company performance utilizing our firm's unique blend of operations and private equity experience. 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 in multiple business segments.

Investment Criteria

- EBITDA: \$1 – \$10 million
- Revenue: \$5 – \$50 million
- Equity Investment: up to \$20 million, with ability to invest additional equity capital via co-investment from limited partners
- Demonstrated expertise in forming platforms through serial acquisition within a fragmented industry; differentiated firm capability creates unique opportunities for partners with less than \$5 million of EBITDA
- Industry structures supportive of buy-and-build strategy
- Unique value proposition and sustainable competitive advantages
- Recurring revenue base with limited concentration
- High free cash flow generation

Current Portfolio



- Operator of auto insurance lead generation strategies
- Led recapitalization in November 2018

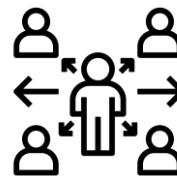


- Provider of IT staffing services
- Led recapitalization in July 2018



- Outsourced sales and marketing services in the jan-san and disposables industries
- Led recapitalization in June 2017

Where We Invest



BUSINESS SERVICES



HEALTHCARE SERVICES



INDUSTRIAL SERVICES



TECH-ENABLED SERVICES



- Provider of web hosting services
- Led recapitalization in March 2017



- Manufacturer of custom engineered equipment
- Led recapitalization in December 2015



- Manufacturer and distributor of multi-nutrient fertilizer
- Provided growth capital in September 2014

Contact

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

ERIK SEWELL
Vice President

esewell@osceola.com
813.492.5632

PATRICK WATKINS
Vice President

pwatkins@osceola.com
813.492.5633