

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 100 acquisitions as both private equity investors and operators. Osceola also has demonstrated expertise in forming platforms through serial acquisition within fragmented industries. Osceola was founded in 2014 and has \$150 million in assets under management. Our current fund had a final close at its hard cap in June 2020 with total commitments of \$125 million.

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 - \$75 MM	\$2 - \$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

Deal Opportunities & Portfolio Inquiries

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Where We Invest



**BUSINESS
SERVICES**



**FACILITY &
INDUSTRIAL
SERVICES**



**HEALTHCARE
SERVICES**



**TECH-ENABLED
SERVICES**

Current Portfolio

COMPANY	BUSINESS DESCRIPTION	Add-On Criteria
<p>COMPOUNDING PHARMACY</p> <p>Jan 2021 HQ: Denver, CO</p>	<p>Provider of specialty pharmacy compounding services offering customized compounded pharmaceutical products in multiple dosages and delivery forms to physician offices and veterinary clinics across the US</p>	<ul style="list-style-type: none"> • 503A pharmacy compounding • 503B pharmacy compounding • Human and veterinary pharmacy compounding
 <p>INDUSTRY SERVICES CO. INC. Since 1964</p> <p>Aug 2020 HQ: Mobile, AL</p>	<p>Provider of industrial maintenance services, including refractory maintenance, mechanical services, and field tank services</p>	<ul style="list-style-type: none"> • 1 Closed • Refractory maintenance services • Mechanical maintenance services • Industrial maintenance and turnaround/shutdown services
 <p>Central Medical Supply Group</p> <p>Jun 2020 HQ: Flanders, NJ</p>	<p>Provider of outsourced durable medical equipment management solutions to hospice agencies and facilities</p>	<ul style="list-style-type: none"> • Hospice DME management • Respiratory and wound care supply distribution
 <p>Dec 2019 HQ: Austin, TX</p>	<p>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"> • 1 Closed • Payor contracting services • Healthcare revenue cycle management
 <p>Aug 2019 HQ: Loveland, CO</p>	<p>Provider of pressure washing, window washing, snow removal, sweeping, and other exterior facilities services to commercial and municipality clients</p>	<ul style="list-style-type: none"> • 1 Closed • Exterior facilities services, including: pressure washing, window washing, snow removal, landscaping, asphalt repair, pavement marking, sweeping, etc.
 <p>Dec 2018 HQ: Tampa, FL</p>	<p>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"> • 20 Closed • Organic search lead generation websites • End markets including auto, home life, and health insurance; legal and financial services
 <p>Jul 2018 HQ: Chicago, IL</p>	<p>Provider of contracted staffing services concentrating on the deployment of highly-skilled, in-demand IT and life sciences professionals</p>	<ul style="list-style-type: none"> • 2 Closed • Contracted IT staffing • Contract staffing for life sciences, finance, accounting, and administrative
 <p>Jun 2017 HQ: Hershey, PA</p>	<p>Provider of outsourced sales and marketing services to janitorial, hygiene, safety, foodservice disposables, and foodservice equipment and supply manufacturers</p>	<ul style="list-style-type: none"> • 11 Closed • Sales and marketing services for janitorial, sanitation, foodservice disposable and equipment, and industrial safety
 <p>Jan 2017 HQ: New York, NY</p>	<p>Provider of cloud-based web hosting services, including shared, VPS and dedicated hosting services</p>	<ul style="list-style-type: none"> • 7 Closed • Web hosting services
 <p>Jun 2016 HQ: Gainesville, GA</p>	<p>Supplier of customer-engineered printing systems, moisturizers, laminators, slitters, roll coaters, and a variety of material handling equipment and systems for the converting industry</p>	<ul style="list-style-type: none"> • Not currently seeking add-ons