

Dedicated to investing in partnership with exceptional founders and management teams of growth-oriented consumer and distribution companies to help build enduring businesses.

OUR FIRM

We are management-friendly investors with deep sector specialization, focused exclusively on middle market consumer and distribution companies. Over the past four decades, our firm has invested over \$6 billion of equity capital in 320+ investments with an aggregate transaction value of \$32 billion. Since 1983, our team has grown to 27 investment professionals across our two offices. Our shared values have contributed to the long tenure of our team with the partners of Freeman Spogli averaging 24 years at the firm.



EXPERIENCE

2

10

320+

20

INDUSTRY SECTORS

Consumer and
Distribution

INSTITUTIONAL FUNDS

Investing FS Equity
Partners IX, L.P.

INVESTMENTS

72 platforms
250+ add-ons
Aggregate transaction
value of \$32B

CURRENT PORTFOLIOS

Majority of
companies actively
evaluating add-ons

TYPICAL INVESTMENT CRITERIA

INDUSTRY FOCUS

Consumer

- Services
- Multi-Unit
- Restaurants
- Products
- Digital Commerce
- Franchising
- Food and Beverage
- Consumer Healthcare

Distribution

- Route-Based
- Specialty
- Value-Added
- B2B
- Services

CHARACTERISTICS

- Leading businesses with transformative opportunities
- Strong management teams
- Defensible market positions
- Platform for organic and acquisition growth
- Solid margins and free cash flow
- Partnership in value creation

TRANSACTION SIZE

- **EBITDA:**
\$10-50M
- **Equity:**
\$75-300M
- **TEV:**
\$100-750M
- No size restrictions for add-ons

GEOGRAPHY

- North America
(U.S. and Canada)

TRANSACTION TYPES

- Family/Founder Partnerships
- Management Buyouts
- Equity and Growth Investments
- Leveraged Recapitalizations
- Control Transactions and Minority Structures
- Corporate Carve-outs (Add-ons)

Los Angeles

Address: 11100 Santa Monica Blvd. Suite 1900 Los Angeles, CA 90025
Number: 310.444.1822

New York

Address: 299 Park Avenue, 20th Floor New York, NY 10171
Number: 212.758.2555

Select 2022 – 2025 Activity

- Completed five platform investments: Infinity Home Services, NearU, EverVet, V/O Med Spa and Philz Coffee
- Completed 140+ add-on acquisitions totaling over \$1.5bn of transaction value across all portfolio companies
- Completed the strategic merger of ISN and National Oak Distributors
- Completed six full exits, including one sale to a publicly traded strategic (Osprey Packs), one sale to a financial buyer (Baseline Fitness), two final exits via the public markets (Arhaus, El Pollo Loco), and two realized via a Continuation Vehicle (Five Star Breaktime Solutions, MicroStar)

Current Portfolio



Specialty coffee brand known for customized blends handcrafted one cup at a time



Franchisor of med spas offering a full suite of medical aesthetic and wellness services



Provider of residential roofing replacement and other exterior home services



Provider of HVAC, plumbing and electrical replacement, repair and maintenance services



Operates a network of general practice animal hospitals across multiple states



High-growth, multi-state operator of express car washes



Direct-to-consumer brand in the home essentials category



Distributor of mission-critical moveable medical equipment to hospitals



Digitally-driven distributor focused on industrial automation and process control



National provider in the full-service commercial ice machine subscription industry



National pallet management services provider



Operator of unattended micro markets in the Southeast and Midwest



Service-oriented franchisor platform and parent of FASTSIGNS, My Salon Suite, and Camp Bow Wow



Urgent care centers offering convenient access and high-quality care in a cost-effective setting



Fast casual Mexican restaurant concept focused on serving exceptional, made-from-scratch food



Omni-channel franchisor of batteries, light bulbs and services, serving both the direct-to-consumer and commercial channels



Fast-casual restaurant concept focused on authentic, 'smoker-to-plate' barbecue



Wholesale distributor of automotive paint, body shop supplies, tools and equipment throughout the U.S., Canada, and the U.K.



Designer and wholesaler of home décor and home fragrance products offered through multiple channels across NA and EU



Provider of keg management and supply chain services to the global beer industry

CURRENT PORTFOLIO COMPANIES SEEKING ADD-ON OPPORTUNITIES

COMPANY	DESCRIPTION	ADD-ON STRATEGY
brooklinen (HQ: New York, NY)	Direct-to-consumer brand in the home essentials category	<ul style="list-style-type: none"> Expand products in new and existing categories Enhance omni-channel presence
CRH + HEALTHCARE (HQ: Atlanta, GA)	Urgent care centers offering convenient access and high-quality care in a cost-effective setting	<ul style="list-style-type: none"> Build further density in GA, FL, and MD Expand into adjacent markets in the Southeast and Mid-Atlantic
easyice No Capital. No Hassle. Just Ice. (HQ: Phoenix, AZ)	National provider in the full-service commercial ice machine subscription industry	<ul style="list-style-type: none"> Build further regional and route density Expand national footprint in adjacent markets
evervet PARTNERS (HQ: Philadelphia, PA)	Operates a network of general practice animal hospitals across multiple states	<ul style="list-style-type: none"> Expand footprint and build density in targeted attractive MSAs across the Mid-Atlantic, Midwest, Northeast and Southeast
FIVE STAR EXECUTIVE SOLUTIONS (HQ: Chattanooga, TN)	Operator of unattended micro markets in the Southeast and Midwest	<ul style="list-style-type: none"> Tuck-ins within existing territories (TN, MS, AL, GA, NC, KY, IN and OH) Expand territory through acquisition
GALCO (HQ: Madison Heights, MI)	Digitally-driven distributor focused on industrial automation and process control	<ul style="list-style-type: none"> Expand geographic footprint, vendor base and access complementary product categories Enhance digital/online capabilities
IHS (HQ: New Berlin, WI)	Provider of residential roofing replacement and other exterior home services	<ul style="list-style-type: none"> Residential roofing replacement and related exteriors (siding, gutters, windows) Primarily focused on DTC businesses
National Oak Distributors ISN (HQ: West Palm Beach, FL)	Wholesale distributor of automotive paint, body shop supplies, tools and equipment throughout the U.S., Canada, and the U.K.	<ul style="list-style-type: none"> Expand products, solutions and services in the auto aftermarket Enter into new industry end markets with paint and tool offerings
KAMPS INNOVATIVE PALLET SERVICES (HQ: Grand Rapids, MI)	National pallet management services provider	<ul style="list-style-type: none"> Acquire non-pooled, recycled wood pallet companies as well as complementary products and services
M★ (HQ: Denver, CO)	Provider of keg management and supply chain services to the global beer industry	<ul style="list-style-type: none"> Expand pay-per-fill to international beer markets Leverage logistics/supply chain infrastructure
NearU (HQ: Charlotte, NC)	Provider of HVAC, plumbing and electrical replacement, repair and maintenance services	<ul style="list-style-type: none"> Build density/presence in existing/new markets Acquire market-leading brands with strong reputations in local communities
Propelled Brands (HQ: Carrollton, TX)	Service-oriented franchisor platform and parent of FASTSIGNS, My Salon Suite, and Camp Bow Wow	<ul style="list-style-type: none"> Franchisors of B2B or B2C services Size agnostic
REGENT (HQ: Memphis, TN)	Designer and wholesaler of home décor and home fragrance products offered through multiple channels across NA, EU and Asia	<ul style="list-style-type: none"> Expand into complementary categories Opportunity to enhance distribution footprint and sales capabilities
USME HELPING HEALTHCARE HEROES (HQ: Houston, TX)	Distributor of mission-critical moveable medical equipment to hospitals	<ul style="list-style-type: none"> Bolster existing footprint and expand into complementary geographies Supplement product and service offerings
WHITEWATER EXPRESS CAR WASH (HQ: Houston, TX)	High-growth, multi-state operator of express car washes	<ul style="list-style-type: none"> Densify existing markets (TX, OK, OH, MI, KY, LA, and SC) Enter adjacent markets (focus on Southeast)

OTHER PORTFOLIO COMPANIES W/ PURE ORGANIC GROWTH FOCUS

Select Thematic Focus Areas (Non-Exhaustive)



Consumer Healthcare Services

- Focused on consumer-centric verticals with low medical complexity
- Interested in differentiated assets with multiple growth levers
- Prioritizing opportunities in consumer wellness and longevity, women's health, outpatient mental health, and autism treatment



Beauty and Wellness

- Evaluating opportunities across beauty services, skincare, haircare, color cosmetics, fragrance, other personal care products, and vitamins, minerals and supplements
- Pursuing profitable prestige or mass brands with efficacious products or services
- Targeting investments across attractive growth verticals including aesthetic injectables, suncare, men's grooming, women's health and body care



Automotive Aftermarket

- Focused on services (tire and repair, fleet, general shop, collision repair) and value-added distribution
- Targeting market leaders with clear differentiation, multiple growth levers and strong management teams
- Prefer businesses with compelling organic and inorganic growth opportunities, with proven history of both



Residential Services

- Numerous sectors of interest, including but not limited to HVAC, plumbing, roofing, landscaping, pest, restoration and lawn care
- Targeting high-quality assets with strong organic growth, integrated tech stacks and proven management
- Focused on non-deferrable, high-skill services in fragmented, growing categories



Youth Enrichment and Youth Sports

- Targeting businesses that provide academic, social and physical enrichment programs and services from early childhood through high school
- Broad sports interest ranging from early childhood development teams to college prep leagues, equipment and uniforms, facilities and venues



Aging Population

- Evaluating businesses that provide in-home care, home remodeling, health, mobility, asset transfer and experiential products and services to the aging population and end-of-life services (funeral home operators)
- Seeking platforms with tenured management teams with proven operational expertise
- Supportive of franchisors and corporate models



Pet

- Focus on services and products relating to pets
- Priority segments include pet services (daycare, boarding, grooming, etc.), pet supplements and treats, and veterinary services
- Seeking leading franchise or corporate platforms with strong management teams and existing infrastructure in place to support growth

IMPORTANT DISCLOSURES

* This award is the opinion of the party conferring the award and not of Freeman Spogli. Freeman Spogli submitted a nomination and paid a submission fee. There can be no assurance that other providers or surveys would reach the same conclusion as Inc.

This information is not a solicitation of an offer to buy securities and is intended to be illustrative and not an indication of current or future performance of the Firm's portfolio investments. Investors should review fund quarterly reports, financial statements, and other disclosures regarding the valuations and performance of the specific investments discussed herein. Any forward-looking statements are inherently uncertain and subject to change. Investments of the type that the firm makes carry risk of loss, including loss of the entire investment. The select investments referenced herein do not represent a full list of the Freeman Spogli investments. The activity described herein is for illustrative purposes and is not representative of all investment activities. Past performance is not a guarantee of future results.

Los Angeles

Address: 11100 Santa Monica Blvd. Suite 1900 Los Angeles, CA 90025
Number: 310.444.1822

New York

Address: 299 Park Avenue, 20th Floor New York, NY 10171
Number: 212.758.2555