

# MID OCEAN Partners

## PLATFORM INVESTMENT CRITERIA

Equity Investment  
\$50mm - \$500mm

Target EBITDA  
\$7.5mm - \$75mm

Structure  
Control Buyout  
Structured Equity

Geography  
North America HQ

Industry Focus  
Business Services  
Consumer

## INVESTMENT THEMES

Services  
Data/Info Services  
Education/Training  
Healthcare Services  
Human Capital Services  
Managed Services  
Out of Home  
Entertainment  
Utility/Infrastructure  
Services

Consumer  
Auto Aftermarket  
Beauty/Personal Care  
DTC/eCommerce  
Food/Beverage  
Food Value Chain &  
Ingredients  
Outdoor Recreation  
Pet

Investment Inquiries  
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Other Portfolio Companies  
Considering Add-Ons

• LegalShield • Nutrabolt  
• Image Skincare • KidKraft  
• TravelPro

## PORTFOLIO COMPANY ADD-ON ACQUISITION CRITERIA

**AFFINITY DENTAL** *Provides comprehensive practice management and administrative support services for practices in: NY, MA, CT and VT.*

- Products / Services: General and specialty dental practices
- Geography: New England and New York regions
- Financial Parameters: \$3mm - \$15mm Revenue; \$0.5mm - \$3mm EBITDA



**CASPER'S** *Leading frozen novelty manufacturer sold under FatBoy, Jolly Llama and ChurnBaby brands.*

- Products / Services: Ice cream sandwiches, cones, bars, sticks, cups and other frozen novelty formats
- Geography: North America
- Financial Parameters: Up to \$10mm EBITDA



**FLORIDA FOOD PRODUCTS** *Functional, clean label ingredient solutions for the food and beverage industry.*

- Products / Services: Functional and sensory ingredients for the food and beverage markets
- Geography: Global
- Financial Parameters: \$10mm - \$100mm Revenue



**FULLSPEED AUTOMOTIVE** *Leading multi-branded auto aftermarket services platform with both company owned and franchised locations across the U.S. and internationally.*

- Products / Services: Multi unit auto aftermarket providers of oil change, general repair and services, car washes, tire sales, and other ancillary auto services
- Geography: North America
- Financial Parameters: Up to \$25mm of EBITDA



**GHR HEALTHCARE** *Family of operating brands focused on healthcare, wellness and educational staffing*

- Products / Services: Staffing services including travel nursing, local nursing, allied health, behavioral health, education, IT, revenue cycle management, interim leadership and permanent placement
- Geography: North America
- Financial Parameters: Up to \$25mm of EBITDA



**INTERVISION SYSTEMS** *Leading IT solutions, consulting services and managed service provider.*

- Products / Services: IT solutions vendors, IT professional services, managed service providers, value-added resellers
- Geography: North America
- Financial Parameters: Up to \$25mm of EBITDA



**JF PETROLEUM** *Leading value-add distributor and provider of repair, maintenance and installation services to the fueling infrastructure industry.*

- Products / Services: Petroleum equipment service providers – distribution, installation, service, testing, inspection and compliance
- Geography: North America
- Financial Parameters: Up to \$25mm EBITDA



**LOUISIANA FISH FRY** *Category-leading, Louisiana-inspired flavors and seasonings platform.*

- Products / Services: Regional authentic seasonings, spices, mixes, and coatings
- Geography: North America
- Financial Parameters: Up to \$20mm EBITDA



**LYNX FRANCHISING** *Leading multi-brand franchise platform focused on commercial and industrial services with core offerings in cleaning and disinfecting, disaster remediation, and virtual office services.*

- Products / Services: Businesses operating with a franchise model in residential, commercial, industrial, professional and other B2B services
- Geography: North America
- Financial Parameters: Up to \$10mm of EBITDA



**MUSIC REPORTS** *Provider of music rights data, administration and management services.*

- Products / Services: Distribution, royalty, licensing, marketing, and other administrative services to owners and/or users of intellectual and creative property (audio, video, and print)
- Geography: Global
- Financial Parameters: Up to \$25mm of EBITDA



**QUESTEX** *Global B2B information services company servicing a variety of end-markets.*

- Products / Services: Tradeshows, conferences, data products, marketing services and media
- Geography: Global, primary focus is North America and Europe
- Financial Parameters: Up to \$50mm EBITDA



**ZONDA** *Comprehensive data, information and advisory services platform for the residential construction industry.*

- Products / Services: Data, SAAS and technology-enabled services related to residential, multi-family and commercial construction
- Geography: Global, primary focus is North America
- Financial Parameters: Up to \$50mm EBITDA

