

REDBIRD CAPITAL PARTNERS



ABOUT US

RedBird Capital Partners is a New York and Dallas based private equity firm managing approximately \$700 million in capital. RedBird focuses on investing transformational growth equity in partnership with owners and entrepreneurs who have a proven history of success and an appreciation for long term capital.

The RedBird team is comprised of seasoned investment professionals with significant principal investing experience having been involved with over \$7 billion of principal investments across North America.

WHY REDBIRD?

Partnership

RedBird was founded on the premise of “Partnership Investing,” which brings together a passion for building companies and an investment philosophy focused on growing value over time. RedBird’s principals have significant growth equity investing experience with owners and entrepreneurs and have collectively been involved in helping over 50 different private companies achieve their strategic vision.

Long Term Orientation

RedBird has recognized that today’s private equity model is challenged due to the proliferation of capital and an institution mentality that encourages a reliance on financial engineering and short duration investing in order to generate returns. RedBird sets to solve these problems by providing long-term, flexible capital that maximizes our ability to build companies and compound value over time in partnership with entrepreneurs and families.

Excel in Helping Businesses Scale

Frequently, we encounter great businesses who have reached an inflection point in the path to achieving their ultimate goals. Our professionals have considerable experience in helping owners and entrepreneurs meet the challenges of scaling a business over time and through periods of rapid growth.

Avoid Binary Risk

Our approach emphasizes investment capital preservation. We invest in proven business models with a track record of success and use leverage moderately.

COMPANY PROFILE

- Growth business at inflection point
- Area of RedBird domain expertise
- Creative transaction structures including newco, buildup, or carve-out

INVESTMENT PROFILE

- \$25-\$150 million equity per platform
- Ability to invest follow-on capital over time
- Targeting 2.5x-4.0x MOIC and a minimum 20% IRR

UNIQUE SOURCING MODEL

- Sourcing proprietary opportunities through a deep RedBird network of executives, owners, entrepreneurs and intermediaries
- Avoid auctions and expedited timelines
- Focus on proprietary opportunities where we perform deep diligence alongside owner/entrepreneur

PARTNERSHIP & ALIGNMENT

- Entrepreneur is significant owner and has meaningful investment
- Shared control and governance
- Entrepreneur values RedBird’s role

DOWNSIDE PROTECTION

- Proven business model
- Proven management team
- Moderate to zero use of leverage

AREAS OF DOMAIN EXPERTISE

- Communications Infrastructure
- Business & Financial Services
- Energy & Energy Services
- Sports, Leisure & Hospitality
- Industrial Services
- Media & Entertainment

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PORTFOLIO



TierPoint is a leading provider of hybrid IT solutions including cloud computing, managed services and colocation. TierPoint focuses on tier two markets and is the largest privately-owned data center operator in the U.S.



On Location Experiences is a premium experiential travel & hospitality company whose mission is to partner with iconic rights holders to execute once-in-a-lifetime experiences



Aethon United represents a partnership with a Texas based family office called Aethon Energy to acquire onshore oil and natural gas assets. Aethon United focuses on low-risk, long life, producing assets.



Zenith Shipping is a NewCo shipping platform investing on a ship-by-ship basis in product tankers and dry bulk vessels in partnership with a shipping industry veteran with whom RedBird has maintained a 30+ year relationship



Lifeline is an asset manager specializing in purchasing whole-life insurance policies from individuals seeking liquidity for an otherwise illiquid asset, and managing pools of these assets to provide attractive risk-adjusted returns for third party investors



N3 is an outsourced sales and marketing specializing in providing sales solutions for cloud-based products. N3 provides a range of tech-enabled capabilities across the full sales cycle



Majority Strategies is a political advertising and marketing business driving constituent influence via direct mail, mobile marketing and other forms of media



Four Corners Petroleum is an oil and gas company that acquires, operates, and develops crude oil and natural gas producing assets in the Permian Basin.

INVESTMENT TEAM

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