



Who We Are

Founded in 2002, Cequel III is a private investment firm based in St. Louis, Missouri. The team has a well-established track record of over \$40 billion in successful transactions, having helped build several, industry-leading companies through operational excellence and a focus on superior customer service.

With a diverse and successful history as an investor operator, Cequel III today – through its Family Office – has established a strong reputation as a reliable, knowledgeable investment partner for the management teams of lower-mid-market, growth-oriented companies in a number of sectors.

Investment Profile

The Cequel III Family Office looks to be the lead equity investor with a controlling position in lower-mid-market, growth-oriented companies with recurring revenue models, non-cyclical demand profiles, and experienced, proven management teams.

PLATFORM COMPANY CRITERIA

- Located in North America
- Target company EBITDA: \$2-10M
- Target equity platform investments: \$5-50M (with ability to increase)
- Add-on acquisitions: Any size

KEY INVESTMENT ATTRIBUTES

- Recurring revenue model
- Non-cyclical demand profile
- Control position (or path to control)
- Experienced, proven management team
- Growing & fragmented industry
- Opportunities for add-on or complementary acquisitions
- Defensible market position with barriers to entry
- Attractive free cash flow margins
- Actionable opportunities for revenue acceleration and operational improvement
- High return on invested capex

INDUSTRY VERTICALS

- Business Services
- Information Technology, Telecommunications, & Media
- Software as a Service
- Real Estate
- Healthcare

TRANSACTION TYPES

- Leveraged buyouts, recapitalization, growth equity
- Will opportunistically consider preferred equity/subordinated debt structures
- Long-term investment horizon

We invest flexible, long-term, family capital without the strict hold horizon and operational constraints that come with a traditional private equity fund. We are true, value-added partners with operational roots and extensive deal experience, enabling us to support new avenues of growth.

Contacts

Gus Haug, Managing Director, Private Investments, Gus.Haug@Cequel3.com, (314) 315-9319

Mike Pizzella, Managing Director, Private Investments, Mike.Pizzella@cequel3.com, (314) 315-9369