



Enthusiast

We are passionate about passion-driven businesses.

Select sub-sectors



Passion-Driven Products and Services



Professional/Semi-Professional End-Markets



Active Lifestyle Brands



Self-Identification Products and Services

Acquisition Criteria

Transaction Types

We focus on opportunities where the seller and team are looking for the right business partner

- Control equity acquisitions
- Management buyouts
- Independent sponsors
- Executive-led searches
- Opportunistic investments in non-control positions

Financial Profile

Platform companies that have the following targeted financial characteristics:

- \$3.0M to \$15.0M FCF
- Strong revenue visibility, with limited customer concentration
- 30.0%+ Gross Profit Margin
- 10.0%+ EBITDA Margin
- Asset light, scalable, and relatively non-cyclical with a history of revenue growth

Target Characteristics

We focus on companies where we can help management accelerate growth

- Succession stories
- Founder-led/Family-owned
- Low transition risk
- Consolidation plays
- Identifiable value creation levers
- US-/Canada-based businesses

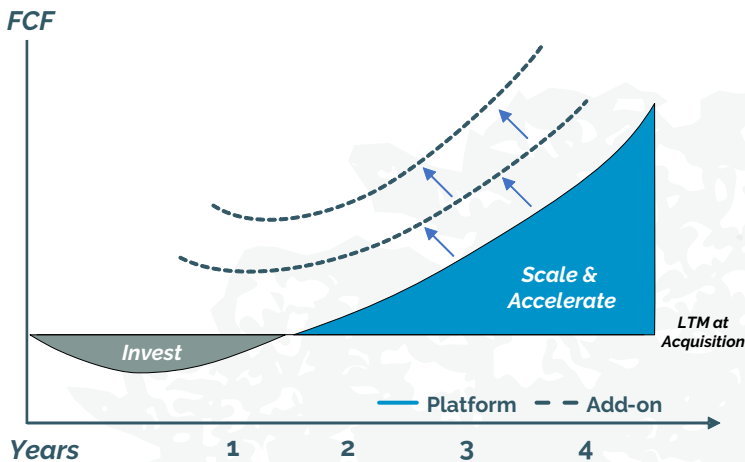
Justin T. Crane
jcrane@ceibacapitalpartners.com
(o) 858.333.4432

Gerson R. Guzman
gguzman@ceibacapitalpartners.com
(o) 212.601.2731

Cyle A. Williams
cwilliams@ceibacapitalpartners.com
(o) 858.923.1551

We seek opportunities where we can create value through tech-enablement and digital adaptation of lower middle-market companies with a buy-and-build focus supplementing established PE value creation methodologies.

Buy-and-Build Investment Model



Value Creation Playbook



Systems & Technology

Implement off-the-shelf technologies to improve operational efficiency and effectiveness



People

Build out the C-suite, management leadership, and the organization to create and sustain a winning culture of success



Cost Management

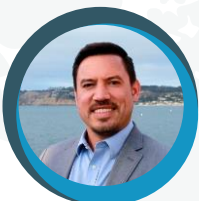
Constantly question the value of budgeted expense items – while many middle-market companies run lean, we regularly review the ROI of budgeted expense items



Digital Adaptation

Implement tools and strategies to better target, reach, and serve customers

Team



Justin



Gerson



Cyle