

Freeman Spogli is a leading private equity firm dedicated to investing with management in middle market companies in the consumer and distribution sectors.

Our firm was founded by Bradford M. Freeman and Ambassador Ronald P. Spogli in 1983 with the goal of investing capital in partnership with management teams to help build growth-oriented companies. Mr. Freeman and Ambassador Spogli were among the pioneers in the private equity business and raised the firm's first institutional equity fund in 1986. In its three decades in business, our firm has grown to over 25 employees in two offices and has invested over \$4.0 billion of private equity capital in 58 companies. We currently manage four investment funds totaling \$4.0 billion in committed capital and have investments in 15 companies with total sales of approximately \$5 billion.

Criteria for Investment

Industry:

- Established companies in the consumer and distribution industries
- Includes consumer products, retail, retail services, restaurants, e-commerce, direct marketing and wholesale, business-to-business and specialty distribution

Transaction Types:

- Management buyouts, leveraged recapitalizations, corporate carve-outs and equity investments

Company Characteristics:

- Strong management teams
- Defensible market positions
- Platform for organic and acquisition growth
- Solid margins and free cash flow

Geography:

- North America

Company/Transaction Size:

- Companies with EBITDA of \$10 million to \$75 million
- Equity investments of \$50 million to \$150 million
- Transactions of \$100 million to \$750 million in total size

Experience, Focus and Continuity

Our team is experienced in investing in middle market consumer and distribution businesses. Our focus on companies in these two broad sectors of the U.S. economy differentiates our firm from others. Moreover, our team's continuity and length of tenure are unique in the private equity industry. The partners of Freeman Spogli have been with the firm for an average of 25 years and have successfully executed and managed investments through various economic and market cycles since the firm's founding.

Our Capital Base

Since our founding in 1983, we have managed eight investment partnerships including seven institutional funds. Our investors include large public and private pension funds, insurance companies, endowments, corporations, family offices and individuals. In total, we have raised over \$5.0 billion of equity capital and are currently investing FS Equity Partners VII, L.P., a \$1.3 billion fund.

Current Portfolio Companies



PF Baseline Fitness



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