

REDBIRD CAPITAL PARTNERS

Growth Equity for Entrepreneurs & Family Offices



ABOUT US

RedBird Capital Partners, founded in 2013, is a principal investment firm with offices in New York and Dallas focused on transformational growth equity for entrepreneurs and family owned businesses.

To date, the firm has led over \$1.5 billion AUM of equity and co-investments in ten platform companies in North America.

RedBird's "Investing to Build" philosophy is aimed at creating long-term partnerships with entrepreneurs and family offices with the objective of building market leading businesses in our industry verticals.

INVESTMENT STRATEGY

RedBird typically invests \$50 - \$150 million per platform of growth equity in proven business models and management teams across four sectors of domain expertise:

- Communications
- Sports, Leisure & Hospitality
- Energy & Industrials
- Financial & Business Services

WHAT MAKES REDBIRD UNIQUE?

Sourcing: We don't seek to participate in auctions – 100% of our transactions to date have been uniquely sourced by RedBird's network of entrepreneurs, family offices, business owners, executives and intermediaries.

Transformational growth equity with a capital preservation mindset: We design investment structures that balance alignment of interest while focusing on downside protection and shared governance and control.

Flexibility: Our mandate enables us to seek prudent risk/reward tradeoffs using a variety of structures beyond those of traditional private equity firms that include build-ups, carve-outs and the creation of new platforms.

Risk Mitigation: 40% of capital invested to date has been drawn after the initial investment – thus seeking to avoid binary risk. This enables us to scale businesses at an inflection point in their growth curve.

Thoughtful capital structures: Today's portfolio carries just 1.6x net leverage – we believe in optimizing capital structures over the course of our ownership.

ALIGNED CAPITAL BASE

RedBird's capital base is different by design – with a highly sophisticated institutional investor committed alongside a select group of entrepreneurs and family offices who share our long-term growth orientation.

RedBird's Entrepreneur & Family Office ("EFO") Network connects our investment capabilities directly with families across the globe.

Alignment is essential – we have committed \$35 million to our platform, in addition to \$360 million committed by our portfolio company management teams to their businesses.

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CURRENT PORTFOLIO

Communications



Compass Datacenters is a wholesale data center developer specializing in build-to-order solutions for enterprise, cloud computing, and service provider customers.



TierPoint is the largest privately-owned data center operator in the U.S. providing hybrid IT solutions including cloud computing, managed services and colocation.

Sports /
Leisure /
Hospitality



On Location Experiences is a premium experiential travel & hospitality company that partners with iconic rights holders to offer once-in-a-lifetime experiences.



N3 is an outsourced sales and marketing company providing a full range of tech-enabled sales solutions for cloud-based products.



Majority Strategies is a political marketing business driving constituent influence via direct mail, mobile marketing and digital.



Lifeline specializes in purchasing whole-life insurance policies from individuals that provide attractive risk-adjusted returns.



Aethon United owns and operates upstream and midstream oil and gas assets in the Haynesville Shale and Wind River Basin.



Tally is an oilfield services build-up focused on fit for purpose solutions for shale producers.



Four Corners Petroleum owns and operates upstream and midstream oil and gas assets in the Permian Basin.



Zenith Shipping owns and invests in product tankers and dry bulk vessels.

Energy & Industrials

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