

**20+**

Years of Investing Experience

**25+**

Principal Investments Completed

**\$850+M**

Capital Deployed During Careers

## ABOUT GREEN HERON

Green Heron Partners is a Houston, Texas-based private equity firm founded in 2023 by experienced investors to make control equity investments in founder- and family-owned lower middle market service and specialty manufacturing companies. Green Heron utilizes a thematic, research-based approach to sector identification, seeking to invest in strategically viable companies in growing markets with favorable long-term trends.

The firm serves as a true partner to the portfolio companies and management teams with whom it invests, utilizing an array of resources to support the execution of growth and value creation initiatives. Green Heron takes a flexible approach to investing, seeking to match the capital needs of an investment with the appropriate sources of capital. The firm takes a long-term outlook and is not constrained by predetermined hold periods for investments.

## OUR GUIDING PRINCIPLES

- Relationship Focused – Put people first and treat everyone with respect
- Transparency – Always communicate with candor and transparency
- Integrity – Act with honesty, integrity and humility in all that we do
- Bias for Action – Take an active and hands on approach to driving transformational change with our partners
- Continuous Improvement – Always learning and seeking ways to improve
- Long-Term Focus – Take a long-term approach to building companies

## REPRESENTATIVE SECTORS OF INTEREST

### SERVICES

- Industrial Services
- Environmental / Waste
- Residential & Facility Services
- Specialty Rental
- Consumer Services
- Value-Add Distribution

### SPECIALTY MANUFACTURING

- Building Products
- Valves / Filtration / Flow Control
- Automotive Aftermarket
- Engineered Components
- Consumer Products
- Safety & Security Products

## Investment Criteria

- ✓ Services or Specialty Manufacturing Companies
- ✓ \$5 million to \$150 million revenue / \$2 million to \$15+ million EBITDA
- ✓ Founder- or Family-Owned Business Seeking Aligned Capital Partner
- ✓ Recapitalization, Buy-and-Build, Management Buyout, Growth Capital
- ✓ U.S. Headquartered and Primary Operations

## Key Attributes

- ✓ Proven business model with non-discretionary offering
- ✓ Committed and experienced management team
- ✓ Strong market position with sustainable competitive advantages
- ✓ Significant growth and value creation opportunities
- ✓ Attractive margins and high free cash flow generation

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