

# Target the right buyers to execute engagements faster

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Navigate a changing PE landscape with in-depth capital market data





# The private equity market has exploded. Do you have the data you need to cut through the noise?

In the last decade, the private equity market has grown at a staggering rate. The number of investors and strategic acquirers has nearly doubled, making it harder for investment banks to source promising buyers and efficiently execute engagements.

Without a way to map this vast, densely populated universe and quickly filter through thousands of firms and strategics, investment banks risk losing speed as well as promising buyers and clients.





# The growing private equity landscape at a glance

↗ **45%**

increase in US PE  
investors since 2007

↗ **92%**

increase in US strategic  
acquirers since 2007

**483**

number of PE firms and  
acquirers that have entered the  
market since the start of 2017



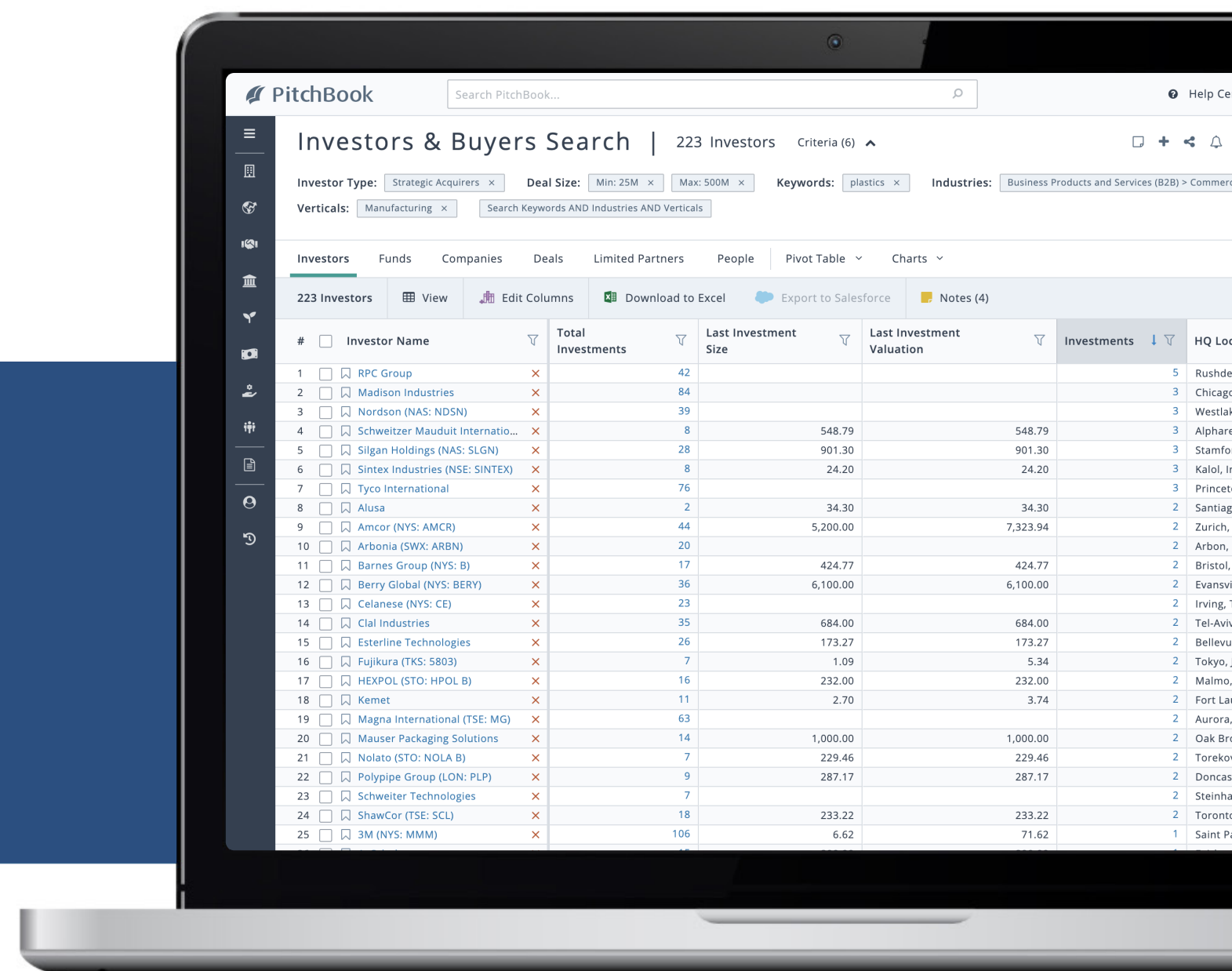
# Find the right buyer in seconds

Connecting your client with the right potential buyer is important in demonstrating your firm's value, maintaining your reputation and winning future business.

PitchBook can help you identify buyers in a timely and efficient manner by surfacing acquirers based on investment preferences, specific industries/verticals, available dry powder and more.

That's why leading firms use our data and platform to save time and effort in their sell-side engagements.

PitchBook is a financial data and software company that enables professionals to discover, vet and execute opportunities in the private markets. We collect and analyze detailed data on the entire venture capital, private equity and M&A landscape—including public and private companies, investors, funds, investments, exits and people.





# Intuitively build your next buyers list

Quickly find ideal buyers based on investor type, deal size, keyword, your client's industry and more. Look below to see some examples.

Who's made similar deals?  
How did they price and structure them?

Get in-depth information on investors' comparable transactions, including valuations, deal sizes, deal types, purchase price multiple and more.

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The screenshot shows the PitchBook interface with a table titled "Deals". The table has five columns: "Company name", "Revenue", "EBITDA", "Valuation/EBITDA", and "DPI". Each row represents a deal, numbered 1 through 25. The data in the table is represented by horizontal bars of varying lengths, indicating relative values for each metric. The interface includes a search bar at the top, a navigation menu on the left, and various utility icons like share, print, and notifications.

Deals	Company name	Revenue	EBITDA	Valuation/EBITDA	DPI
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
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21					
22					
23					
24					
25					



# Our data

**1,878,000**

private companies

- 
- Financing histories
  - Cap tables (stock information, percent acquired)
  - Financials (revenue, balance sheets)
  - Filings
  - Executives
  - Board members
  - Investors
  - Advisors/service providers
  - Similar companies/competitors
  - Social followers
  - Web traffic
  - News

**85,500**

public companies

- 
- Balance sheets
  - Cash flows
  - Income statements
  - Multiples
  - Ratios
  - Stock prices
  - 18,000+ consensus estimates from 100+ countries

**1,080,000**

precedent transactions

- 
- Investors
  - Pre- & post-money valuations
  - Purchase price multiples
  - Series terms
  - Voting rights
  - Stock information
  - Advisors/service providers

**284,000**

investors

- 
- Investments by industry & year
  - Investments & acquisitions
  - Exits
  - Team
  - Board seats
  - Lead partners on deals
  - Co-investors
  - Fund information & performance
  - Limited partners
  - Advisors/service providers
  - Investment preferences

**46,600**

funds

- 
- Investments
  - Industry focus
  - Size
  - Vintage year
  - Limited partners & commitments
  - Performance (IRR)
  - Cash flow multiples (DPI, RVPI, TVPI)
  - Dry powder
  - Preferences
  - Team



# Our clients

More than 400 investment banks use our data to instantly find the right buyers, execute engagements faster and more.



**BNP PARIBAS**

LAZARD

NEWSTAR FINANCIAL

**Deutsche Bank**



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Instead of contacting 600 potential financial sponsors, we can use PitchBook to target those that have money, that are active and are doing deals and would be most interested in looking at this asset. . . . It's a tool that really helps us to dive deep into the big, broad world of private equity and cut through the noise.

Matt Riendeau and  
Christian Schiller, Cascadia Capital

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# See what else PitchBook can do

Building buyers lists is just one way investment banks are using PitchBook to stay ahead. See how else your firm can leverage our data and tools:



## Build comps like never before

Get all the info you need to build comps in one place—including data on precedent private transactions, public company fundamentals and consensus estimates.



## Source better buy-side investments

Leverage granular search criteria (like industry, location, revenue and other financial metrics) to hone in on companies that align with your client's strategy.



## Find stronger leads

Anticipate when companies are primed for an acquisition or capital raise based on how long they've been in a portfolio or when they last received financing.

# Get started

Ready to execute engagements faster?  
Discover the power of PitchBook.

Try PitchBook

