

# **PitchBook for private equity firms**



# Get ahead with better data

The private markets continue to grow in value—and opportunity. To stay ahead in this competitive, fast-changing landscape, you need insight into the flow of capital across the entire venture capital, private equity and M&A ecosystem.

PitchBook provides comprehensive, detailed data on the private and public markets—including companies, investors, funds, investments, exits and people—to help private equity firms attract and retain the best investors, drive the most lucrative deals and generate market-beating returns.

Our data and analysis are available through our suite of award-winning products (the PitchBook Platform), industry news and in-depth reports. In this e-book, we'll show you how PitchBook can help inform and execute your investment strategy.

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PitchBook

Companies & Deals Search | 650 Deals Criteria (9)

Companies Deals Investors Analytics Charts

650 Deals View Add Columns Download to Excel Public Financials

#	Company Name	Deal Size	Revenue	EBITDA	Valuation/EBITDA	Valuation/Revenue	Deal Size/Revenue
1	Snyder's-Lance	6,100.00	2,226.84	136.94	44.55	2.74	2.74
2	Boulder Brands	975.00	508.20	37.52	25.99	1.92	1.92
3	Epicore Bionetworks	27.88	11.83	1.37	20.34	2.36	2.36
4	Mead Johnson Nutrition	16,700.00	3,664.10	924.20	18.07	4.56	4.56
5	Spicetec Flavors and Seasonings	340.00	170.40	19.20	17.71	2.00	2.00
6	Golden Flake	135.00	135.87	8.91	15.16	0.99	0.99
7	Bellisio Foods	1,080.00	668.00	85.00	12.71	1.62	1.62
8	Diamond Foods	1,270.00	842.39	103.98	12.21	1.51	1.51
9	Amplify Snack Brands	908.00	371.67	79.78	11.96	2.57	2.44
10	Penford	340.00	438.26	29.45	11.54	0.78	0.78
11	Nutraceutical International	416.00	228.53	28.86	11.45	1.86	1.86

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One Equity Partners PE/Buyout Follow

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Investments by Industry

Investments by Year

Exits (92)

Company Name	Exit Date	Exit Type	Exit Size	Status	Buyers
Schoeller Allibert Services	15-May-2018	Buyout/LBO (MBO)	\$242.65M	Completed	Brookfield Business Partners
Genband	27-Oct-2017	Merger/Acquisition		Completed	Ribbon Communications
East Balt Bakeries	16-Oct-2017	Merger/Acquisition	\$650.00M	Completed	Grupo Bimbo
Netas Telekomunikasyon	02-Aug-2017	Secondary Transaction ...	\$101.00M	Completed	ZTE
Celltrion Healthcare	28-Jul-2017	IPO	\$889.12M	Completed	
Expert Global Solutions	30-Jun-2017	Merger/Acquisition		Completed	Gatestone & Co.
Smartrac (Secure ID & Transactions Divi...	03-Apr-2017	Buyout/LBO (Add-on) †		Completed	Astorg Partners CVC Capital Partners Linxens
Pipe Exchange	07-Jun-2016	Merger/Acquisition		Completed	Corpac Group
ANXeBusiness	05-May-2016	Merger/Acquisition	\$104.00M	Completed	OpenText
Narayana Health	06-Jan-2016	IPO	\$91.25M	Completed	

Live chat

# Private market intel

## Perfect your investment strategy

Financing and exit activity, detailed portfolio and fund data and investor and personnel information across both the private and public markets—plus the ability to access this information easily and receive customized alerts—will give you complete insight into the market and the data you need to perfect your investment strategy.

Find companies that make strategic sense to invest in using financial metrics (like valuations, revenue and multiples) as well as non-financial metrics (like employee count, web traffic and social followers).

See where other private equity and venture capital firms are finding success with insight into their portfolios and returns

# Fundraising & benchmarking

## Clearly demonstrate the effectiveness of your strategy to investors

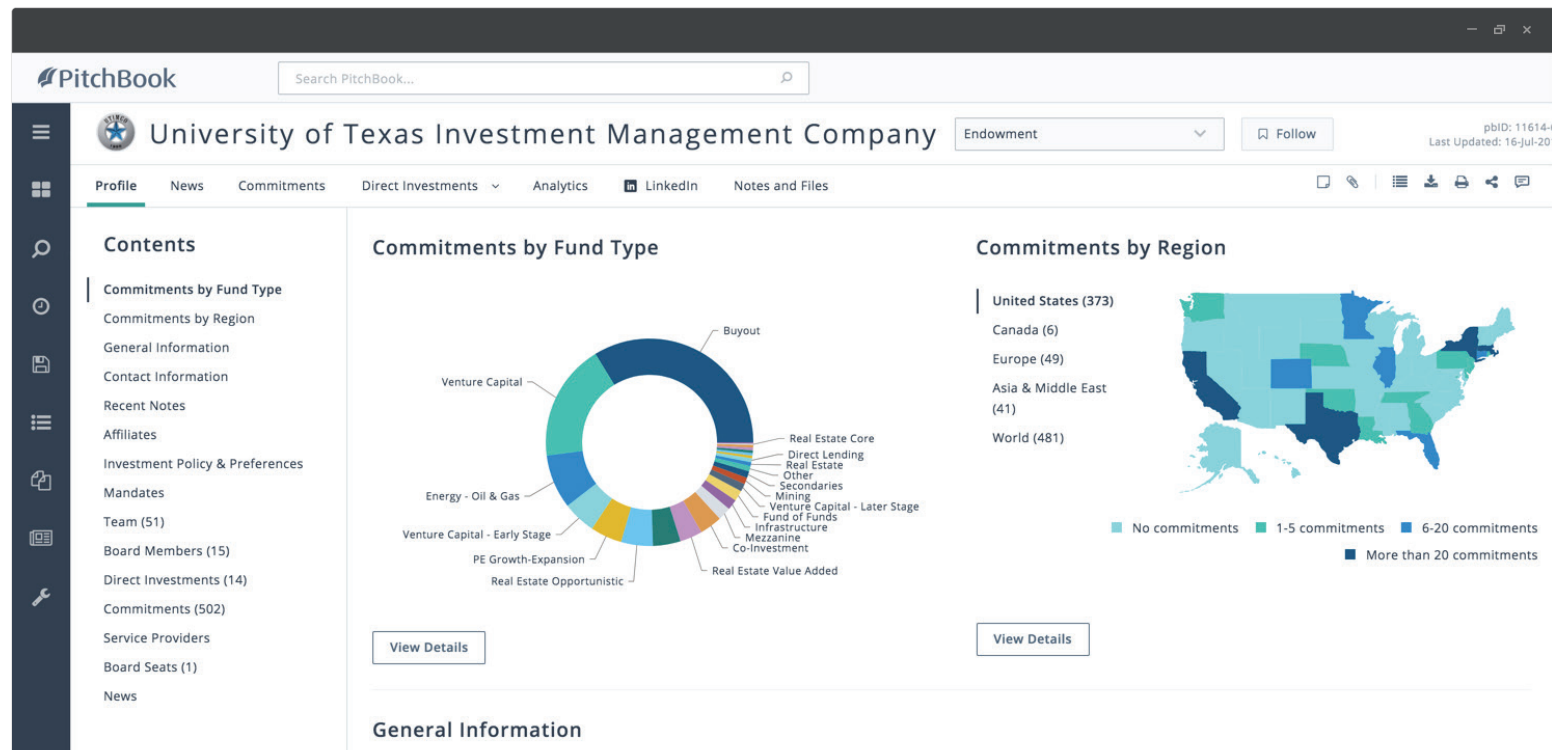
### Target and evaluate investors

Use PitchBook's foremost data on institutional investors—including mandates, target and actual allocations by asset class, past and present commitments and fund preferences—to identify and engage the right investors for your fund.

Reach out easily with access to investors' email addresses and phone numbers, or use our LinkedIn integration to discover your existing relationships.

### Illustrate what sets your fund apart

Compare your portfolio's performance on a like-for-like basis using PitchBook's proprietary software which allows you to breakdown investments by industry, size, region, IRR and quarterly cash flow multiples.



The screenshot shows the PitchBook 'Investors & Buyers Search' results page. The table displays 87 funds with various columns for selection and sorting. The table includes columns for Fund Name, Investor, Fund Location, Fund Type, IRR, Fund Status, Fund No., Open Date, Close Date, and Vinta... (Vintage).

#	Fund Name	Investor	Fund Location	Fund Type	IRR	Fund Status	Fund No.	Open Date	Close Date	Vinta...
1	Shamrock Capital Growth...	Shamrock Capital Advisors	Los Angeles, CA	Buyout	139.30%	Closed	3	22-Dec-2010	11-Jul-2011	2011
2	Monomoy Capital Partn...	Monomoy Capital Partners	New York, NY	Buyout	54.30%	Closed	2		30-Dec-2010	2011
3	Carousel Capital Partner...	Carousel Capital	Charlotte, NC	Buyout	38.47%	Closed	4	27-Jun-2011	10-Jan-2012	2011
4	Cortec Group Fund V	Cortec Group	New York, NY	Buyout	37.29%	Closed	6		29-Mar-2011	2011
5	Arbor Investments III	Arbor Investments	Chicago, IL	Buyout	28.69%	Closed	3		21-Dec-2011	2011
6	Orchid Asia V	Orchid Asia Group Management	Hong Kong, Hong Kong	Buyout	27.95%	Closed	5	01-Jul-2010	12-Jul-2011	2011
7	Incline Equity Partners III	Incline Equity Partners	Pittsburgh, PA	Buyout	27.73%	Closed	3	30-Sep-2011	28-Jun-2013	2011
8	Wisequity III	Wise SGR	Milan, Italy	Buyout	26.50%	Closed	3	20-Jul-2010	28-Sep-2011	2011
9	H.J.G. Growth Buyouts &...	H.J.G. Capital	Miami, FL	Buyout	23.81%	Closed	6		30-Jun-2011	2011
10	Lightyear Fund III	Lightyear Capital	New York, NY	Buyout	20.90%	Closed	3	11-Feb-2011	10-Aug-2012	2011
11	ONCAP III	ONCAP	Toronto, Canada	Buyout	20.00%	Closed	3	23-May-2011	30-Sep-2011	2011
12	Clairvest Equity Partners...	Clairvest Group	Toronto, Canada	Buyout	19.90%	Closed	4	24-Jul-2009	13-Jan-2011	2011
13	Aurora Equity Partners IV	Aurora Capital Group	Los Angeles, CA	Buyout	18.23%	Closed	5	04-Nov-2010	08-Dec-2010	2011
14	Tenex Capital Partners	Tenex Capital Management	New York, NY	Buyout	17.77%	Closed	1		31-Jul-2011	2011
15	Archer Capital Growth F...	Archer Capital	Dawes Point, Australia	Buyout	17.27%	Closed	7		30-Jun-2012	2011
16	Alpine Investors Fund IV	Alpine Investors	San Francisco, CA	Buyout	16.60%	Fully Invested	4	01-Aug-2008	27-Jan-2011	2011
17	Hahn & Co I	Hahn & Company	Seoul, South Korea	Buyout	15.80%	Closed	1	03-Jan-2011	31-Aug-2011	2011
18	Waud Capital Partners III	Waud Capital Partners	Chicago, IL	Buyout	15.75%	Closed	4		13-Apr-2011	2011
19	Intera Fund II	Intera Partners	Helsinki, Finland	Buyout	15.30%	Closed	2		21-Apr-2011	2011
20	Axcel IV	Axcel Management	Copenhagen, Denmark	Buyout	15.10%	Closed	4		01-Jun-2011	2011
21	Carlyle Global Financial	The Carlyle Group	Washington, DC	Buyout	15.00%	Closed	100	20-Dec-2011	23-Jun-2014	2011

# Deal sourcing & execution

## Implement your investment strategy

### Identify companies that fit your strategy

Leverage insight into private companies, to see when they are nearing the end of their holding periods and to unearth secondary opportunities.

Vet targets using comparable transactions, company profiles with financials, financing histories and personnel information.

### Execute deals effectively

Conduct your own due diligence to price deals. Analyze buyout and other transaction data, such as EBITDA, revenue and deal size, to set the most accurate price.

### Exit with confidence

Identify the most promising buyers using information on previous investments, dry powder and investment preferences. Even pinpoint the right time to exit using comparable exit multiples.

**PitchBook** Search PitchBook...  
Companies & Deals Search | 1,046 Companies Criteria (5) Modify Criteria

Companies Deals Investors Analytics Charts  
394 Companies View Add Columns Suggestions Download to Excel Export to Salesforce Public Financials

Suggested Companies to Add to Your Search

- Tesla (NAS: TSLA)**  
Public Company | Palo Alto, CA  
Manufacturer of electric cars, energy storage systems and solar panels. The company's operations include building fully electric...  
Add to my Search See More Like This
- Schneider Electric (PAR: SU)**  
Public Company | Rueil Malmaison, France  
Manufacturer of electrical distribution equipment intended to make energy safe, reliable, efficient, productive and green. The company's...  
Add to my Search See More Like This
- Advanced Microgrid Solutions**  
VC Backed | San Francisco, CA  
Developer of energy storage systems designed to make energy cleaner, more affordable and more reliable. The company's energy storage...  
Add to my Search See More Like This
- SunSource Technology Services**  
PE Backed | Addison, IL  
Distributor of hydraulic and pneumatic fluid power products. The company offers a broad product portfolio of pumps, motors, valves...  
Add to my Search See More Like This

#	Company Name	HQ Location	Year Founded	Employees	Revenue	Primary Industry Code	Business Status
1	Alion Energy	Richmond, CA	2008	36	7,000.00	Alternative Energy Equipment	Generating Revenue
2	Western Gas Resources	Denver, CO		800	4,032.78	Oil and Gas Equipment	
3	United Pacific	Gardena, CA	1948	2,500	3,100.00	Oil and Gas Equipment	Profitable
4	CB&I Energy Services	Houston, TX	1997	6,274	2,097.92	Oil and Gas Equipment	Bankruptcy: Admin/Reorg
5	Westinghouse Electric Company	Cranberry Township, PA	1886	11,000	2,000.00	Alternative Energy Equipment	Generating Revenue
6	Archrock	Houston, TX	1984	1,700	1,881.14	Oil and Gas Equipment	Profitable
7	SunEdison	Maryland Heights, MO	1959	2,000	1,864.50	Alternative Energy Equipment	Generating Revenue/Not Profita...
8	Interstate Gas Supply	Dublin, OH	1989	800	1,447.90	Alternative Energy Equipment	Generating Revenue
9	HOP Energy	White Plains, NY	1995	501	750.00	Oil and Gas Equipment	Generating Revenue

**PitchBook** Search PitchBook...  
Companies & Deals Search | 105 Deals Criteria (7) Modify Criteria

Companies Deals Investors Analytics Charts  
105 Deals View Add Columns Download to Excel Public Financials

#	Company Name	HQ Location	Deal Date	Deal Type	Deal Size	Investors
1	Deltak	Herndon, VA	28-Dec-2016	Merger/Acquisition	2,800.00	Roper Technologies (NYS: ROP) (Brian Jellison)
2	Ipreo	New York, NY	02-Aug-2018	Merger/Acquisition	1,855.00	IHS Markit (Lance Uggla)
3	Civica-UK	London, United Kingdom	26-Jul-2017	Buyout/LBO	1,371.57	Partners Group (SWX: PGHN) (Bilge Ogut)
4	P&I Personal & Informatik	Wiesbaden, Germany	31-Oct-2016	Buyout/LBO	900.00	Permira (Jörg Rockenhäuser)
5	Radial	King of Prussia, PA	16-Nov-2017	Merger/Acquisition	820.00	Bpost (BRU: BPOST) (Koen Van Gerven)
6	PlanView	Austin, TX	27-Jan-2017	Buyout/LBO	800.00	Thoma Bravo (Holden Spaht)
7	Automic Software	Vienna, Austria	30-Sep-2017	Merger/Acquisition	675.00	CA Technologies (NAS: CA) (Ayman Sayed)
8	Mitratech Holdings	Austin, TX	04-Apr-2017	Buyout/LBO	650.00	HgCapital (Jean-Baptiste Brian)
9	Ceridian HCM (NYS: CDAY)	Minneapolis, MN	26-Apr-2018	IPO	462.00	Cannae Holdings (NYS: CNNE)
10	Operative	Jerusalem, Israel	27-Apr-2016	Buyout/LBO	400.00	Francisco Partners (Matt Spetzler)
11	automotiveMastermind	New York, NY	26-Sep-2017	Merger/Acquisition	392.00	IHS Markit (Jerre Stead)
12	CCH Tagetik	Lucca, Italy	06-Apr-2017	Merger/Acquisition	320.98	Wolters Kluwer (AMS: WKL) (Karen Abramson)
13	Tangoe	Parsippany, NJ	16-Jun-2017	Buyout/LBO	256.00	Marlin Equity Partners (Peter Chung)
14	Aquilent	Laurel, MD	24-Jan-2017	Merger/Acquisition	250.00	Booz Allen (NYS: BAH) (Horacio Rozanski)
15	CINC	Marietta, GA	23-Aug-2016	Merger/Acquisition	229.00	Fidelity National Financial (NYS: FNF) (William Foley)
16	Clavis Insight	Dublin, Ireland	22-Dec-2017	Merger/Acquisition	219.00	Ascential (London) (LON: ASCL) (Duncan Painter)
17	Trust International Hotel Reservation Services	Frankfurt, Germany	14-Jan-2016	Merger/Acquisition	154.00	Sabre (NAS: SABR) (Thomas Klein)
18	KLDiscovey	McLean, VA	06-Jan-2016	Buyout/LBO	150.00	Revolution, The Carlyle Group (NAS: CG) (William Darman)
19	Avention	Concord, MA	09-Jan-2017	Merger/Acquisition	150.00	Dun & Bradstreet (NYS: DNB) (Robert Carrigan)
20	Incisive Media (Insight Division)	London, United Kingdom	27-Mar-2017	Buyout/LBO	148.03	InfoPro Digital (Julien Elmaleh), Omnes Capital, TowerBrook Capital Partner
21	ESP/SurgeX	Knightdale, NC	21-Jan-2016	Merger/Acquisition	130.00	AMETEK (NYS: AME) (William Cleary)
22	FreeAgent Holdings	Edinburgh, United Kingd...	01-Jun-2018	Merger/Acquisition	70.48	Royal Bank of Scotland (LON: RBS) (Ross McEwan)
23	Newgen Software Technologies (BOM: 540900)	New Delhi, India	29-Jan-2018	IPO	66.78	
24	Gregory C. Rigamer & Associates	New Orleans, LA	21-Dec-2017	Buyout/LBO	59.06	Hammond, Kennedy, Whitney & Company (James Snyder)
25	Evolution HCM	South Burlington, VT	26-May-2017	Merger/Acquisition	55.00	Asure Software (NAS: ASUR) (Patrick Goepel)
26	File & ServeXpress	Irving, TX	31-Oct-2016	Buyout/LBO	52.00	Strait Lane Capital Partners (Mark King)
27	Intelliflo	Kingston upon Thames, ...	06-Jun-2018	Buyout/LBO	22.34	Invesco (NYS: IVZ) (Colin Meadows)

# Operational improvements

## Increase the value of your investments

### Identify companies that fit your buy-and-build strategy

Source bolt-on targets held privately or within other PE portfolios, and vet them using comparable transactions, company profiles, financing histories and personnel information.

Leverage insight into venture capital, private equity portfolios and private companies to see when companies are nearing the end of their holding periods and unearth secondary opportunities.

### Recruit top talent to your portfolio companies

Recruit top talent from nearly two million professionals within the private company ecosystem. Search based on title, company, industry, geography, education, former position, board seats and more.

Reach out easily with access to email addresses and phone numbers.

The image shows two screenshots of the PitchBook platform. The top screenshot displays a search results table for 'Companies & Deals Search' with 1,855 companies. The table lists various companies with columns for Company Name, HQ Location, Year Founded, Employees, Primary Industry Code, and Business Status. The bottom screenshot shows a detailed profile for 'Jon Karlen', including sections for Positions (4), Board Seats (4), and Affiliated Deals (31).

#	Company Name	HQ Location	Year Founded	Employees	Primary Industry Code	Business Status
1	Clayton Marcus	Hickory, NC	1960	500	Home Furnishings	Profitable
2	Homepolish	New York, NY	2012	500	Home Furnishings	Generating Revenue
3	Hancock & Moore	Hickory, NC	1981	500	Home Furnishings	Generating Revenue
4	Fusion Furniture	Ecru, MS	2009	500	Home Furnishings	Generating Revenue
5	Grand Floor Designs	Roseville, CA	1990	480	Home Furnishings	Generating Revenue
6	Sure Fit	Alburtis, PA	1914	451	Home Furnishings	Generating Revenue
7	Covington Fabric & Design	New York, NY	1940	450	Home Furnishings	Bankruptcy: Liquidation
8	Schonbek Worldwide Lighting	Plattsburgh, NY	1870	450	Home Furnishings	Generating Revenue
9	3 Day Blinds	Invine, CA	1978	448	Home Furnishings	Generating Revenue
10	LoveSac (NAS: LOVE)	Stamford, CT	1995	441	Home Furnishings	Profitable
11	Alpine Industries	Bothell, WA	1947	440	Home Furnishings	Profitable
12	Home Interiors & Gifts	Carrollton, TX	1957	415	Home Furnishings	Bankruptcy: Admin/Reorg
13	Celebrity	Tyler, TX	1968	411	Home Furnishings	Profitable
14	Waterworks	Danbury, CT	1978	402	Home Furnishings	Generating Revenue/Not Profita...
15	Zenith Products	New Castle, DE	1940	400	Home Furnishings	Generating Revenue
16	Barbosa Cabinets	Tracy, CA	1978	400	Home Furnishings	Generating Revenue
17	American Weavers	Calhoun, GA	1994	400	Home Furnishings	Generating Revenue

Firm Name	Firm Type	Title	Location	Industry	Comments
Accomplice VC	Venture Capital	Partner	Cambridge, MA		From: Apr 2014 Until: Dec 2015
Atlas Venture	Venture Capital	General Partner	Cambridge, MA		From: Apr 2014
Flybridge Capital Part...	Venture Capital	General Partner	Boston, MA		From: Oct 2005 Until: Mar 2014

Company	Industry	Ownership Status	Financing Status	Location	Since	Representing
Infracommerce	Social/Platform Soft...	Privately Held (backi...	Venture Capital-Bac...	Sao Paulo, Brazil	04-Jan-2013	Self
Open English	Educational and Tra...	Privately Held (backi...	Venture Capital-Bac...	Miami, FL	10-Oct-2010	Self

# Trusted by firms across the private market

## Some of our private equity clients



**"Our approach to lower mid-market private equity is extremely data driven. The PitchBook Platform provides us with mission critical intel and real-time market color that is essential to our buy and build strategy."**



**Jay C. Jester**  
Managing Director, Audax Group

**"To get a full understanding of a fund's landscape, we have to get granular—drilling into its underlying investments and knowing which service providers and general partners are connected. With the PitchBook platform, we get that 360-degree view."**



**Anthony Marraccino**  
CFO & Partner, Compass Partners International

# What we track

**37K+**

limited partners

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- Commitments
- Contract information
- Fund preferences
- Investment preferences
- Mandates
- Returns
- Target allocations
- Team

**82K+**

funds

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- Cash flow multiples
- IRR
- Industry focus
- Investments
- Limited Partners
- Vintage Year

**3.3M+**

companies

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- EBITDA
- Executives
- Filings
- Financing histories
- Industry
- Investors
- Location
- Revenue
- Similar companies
- Social followers & web traffic

**1.7M+**

deals

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- Advisors
- Debt details
- EBITDA
- Investors
- Lead partners Lenders
- Multiples
- Service Providers
- Size
- Stock information

**71K+**

service providers

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- Affiliates
- Clients
- Deals
- Industry expertise
- Lead partners on deals
- League table ranking
- Regional focus
- Team

**2.8K+**

professionals

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- Affiliated deals & funds
- Biographical information
- Board seats
- Current & past positions
- Contact information
- Education
- Industry expertise

# Researching the capital markets is hard—PitchBook makes it easy

Our team of associates and rigorous information infrastructure combine to produce detailed, hard-to-find data and insights on opaque global capital markets.

## How we gather insights from a global stream of data

### Highly specialized professionals

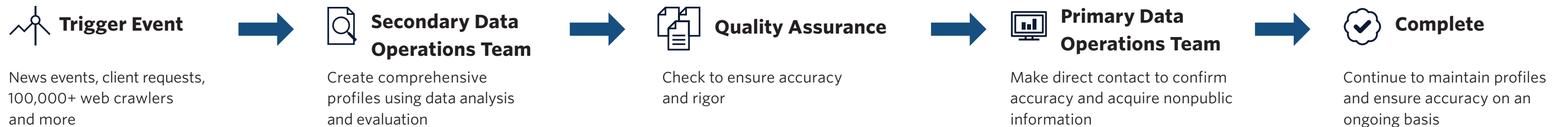
The PitchBook Data Operations Team consists of over 1,500 people with an average tenure of 3+ years who verify every detail and provide a human touch to our information before putting it in front of the world.

### A complex information infrastructure

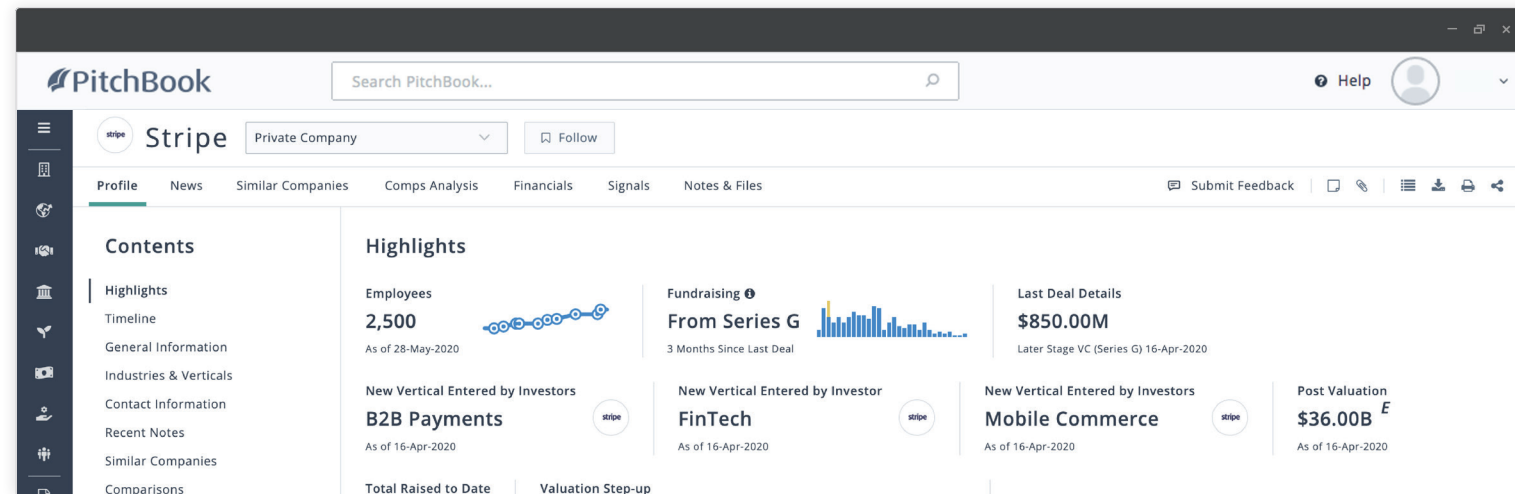
Fragmented, complex and hard-to-manage information from around the world is turned into actionable insights after being sourced, organized and integrated through the application of over 100 proprietary processes.

### Global breadth and depth

Our human-centered approach and information infrastructure results in an unparalleled breadth of insight into market activity around the world. Organized across 25 discrete datasets, we provide a detailed view into companies, investors, funds, management teams and more.

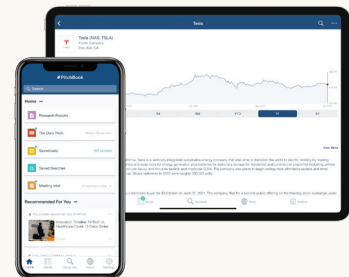


# The PitchBook Platform: Our suite of products



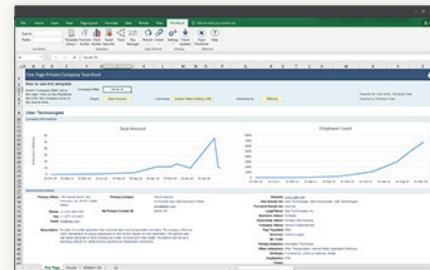
## PitchBook Desktop

Our award-winning software gives you access to our data and the analytical tools you need to get answers fast, discover promising opportunities and more.



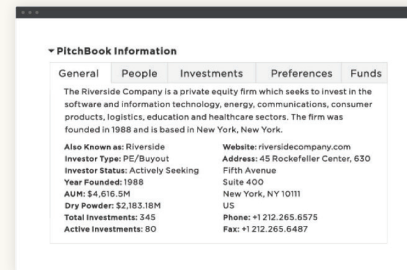
## PitchBook Mobile

Get the PitchBook Mobile app to access robust capital market insights, vital industry news and to collaborate with your team no matter where you are.



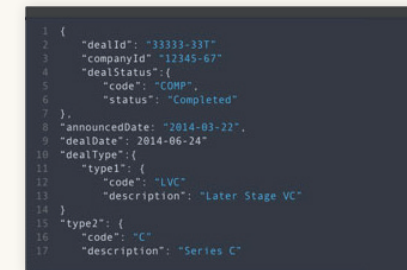
## Excel Plugin

Access our comprehensive data on the public and private equity markets directly within Excel. Update financial models quickly, streamline your workflow and strengthen your analysis.



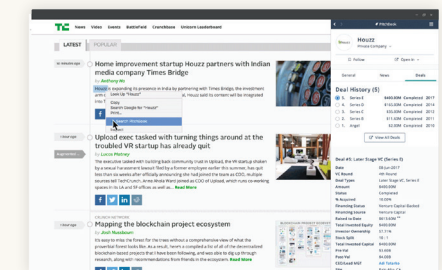
## CRM Integration

Bring our information into your CRM to create new leads. Plus, enhance your existing accounts with details on executives, investors, funds, deals and more.



## Direct Data

Integrate our data with your existing systems through a flexible, a la carte solution or a pre-defined supply of data points.



## Chrome Extension

Access our data directly from your browser while you're visiting a website, reading the news or researching online.



# Your success is our success

## Customer success

As a client, you get a dedicated customer success manager who understands your business and the goals you want to achieve. They're your go-to contact at PitchBook. Have a question? **They have the answer.**

## Research assistance

Our research team is your research team. Our analysts will find the data you need fast, build custom reports and save you a ton of time.

## Live chat

Need answers ASAP? Use our live chat feature to connect directly from PitchBook Desktop. A member of our customer success team will be there to help.

## Personalized onboarding

To get you started, we'll guide you through an onboarding process that's tailored to your needs.

## Unlimited training

We provide one-on-one training whenever you need it—whether you're new to PitchBook or just need a refresher.



# Who we are

In 2007, PitchBook Founder and CEO John Gabbert knew that his idea for an actionable, extensive database for private equity-focused intelligence was worth pursuing. He and seven others set up shop in a 200-square-foot, windowless office, and the rest is PitchBook history.

Since those early days, PitchBook has expanded its coverage areas to include the entirety of the public and private markets. We've added thousands of datasets and millions of individual insights to the platform, and we've pioneered new features and products that surface the information our clients need to win. We look at every day as a new opportunity to meet and exceed our customers' expectations through helping them make informed decisions that propel their firms forward.

Now part of Morningstar, PitchBook is headquartered in Seattle, London and Hong Kong with additional offices in New York and San Francisco.



John Gabbert, founder and CEO of PitchBook, has more than 17 years of experience building technology for professionals who work in the private markets.

# Learn more

To see a demo and learn more about PitchBook, contact a PitchBook representative.

