

Entrepreneur Partners brings operating insight to the assessment and ownership of multi-channel direct marketing companies in the middle-market.

DIRECT MARKETING FOCUS

Entrepreneur Partners is a leading private equity firm that invests in successful, middle-market businesses with a multi-channel direct marketing component.

Direct marketing can be defined as a direct method of advertising to a customer. It includes (but is not limited to):

- Catalog mailings
- Direct response
- Direct sales
- E-commerce/Internet marketing
- Email marketing
- Infomercials
- Telemarketing

Entrepreneur Partners

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INVESTMENT PREFERENCES

Sector All industries; B2B and B2C direct marketers, specialty publishers, retailers, and service providers

Markets Well-defined and established markets
Growth > 5% per year

Customers Long relationships, frequent purchases, large cumulative spends

Products Products or services perceived as superior and have low friction to adoption

Sales & Growth Revenue of \$10 - \$250 million with the potential to grow in excess of 10% annually

Management Teams seeking an engaged partner that will provide mentoring, resources, and networks to ensure success

Size Typical investments of \$2 - \$40 million of equity in companies with EBITDA of \$2+ million

Geography United States & Canada

REPRESENTATIVE PORTFOLIO COMPANIES



BUYOUT

Multi-channel direct marketer of home brewing supplies, winemaking equipment, beer recipe kits, wine ingredient kits and products to hobbyists



BUYOUT

Multi-channel direct marketer of home brewing supplies, winemaking supplies, beer kits, and equipment to craft brew enthusiasts



BUYOUT

Multi-channel direct marketer of customized and replenishable business products and marketing materials to residential property managers and parking facilities



BUYOUT

Multi-channel direct marketer of specialized healthcare office products including cabinets, folders, dividers, labels, and forms to healthcare professionals

UNIQUE APPROACH

Team Makeup Veteran private equity professionals, experienced operating executives, and successful entrepreneurs

Smart Investors Our years of experience allow us to effectively address challenges faced by direct marketing businesses

Engaged Investors We are able and willing to take a hands-on approach to ensure the success of our portfolio companies

Flexible Investors We will consider compelling opportunities that do not yet meet our investment criteria

Informed Approach We often see more opportunity where others see less, and less risk where others see more

KEY CONTACTS

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