



GreyLion focuses on investing in high-growth businesses in the lower middle market. We seek to partner with existing owners and management teams across the consumer, consumer technology, software and services, healthcare and industrial growth sectors to deliver capital in tailored and flexible minority and control structures. GreyLion invests \$25-\$125 million of capital per investment, primarily within the United States. We currently manage private equity funds with aggregate commitments of over \$1.7 billion.

Investment Sectors

Consumer

Consumer Facing HC Products
 Consumer Services
 Franchisors
 Multi-Unit Retail
 Restaurants

Consumer Technology

Digital Marketplaces
 Direct to Consumer
 E-Commerce
 E-Commerce Enablement

Software & Services

Enterprise Software
 FinTech & Integrated Payments
 Outsourced Business Services
 Supply Chain Mgmt Software
 Training & GRC

Healthcare

Behavioral Health
 HCIT
 Healthcare Services
 Multi-Site Healthcare
 Pharma Services
 Revenue Cycle Management

Industrial Growth

Aerospace & Defense
 Building Products
 Industrial Services
 Industrial Tech
 Niche / Outsourced Manufacturing
 Specialty Materials, Chemicals & Packaging

GreyLion's "LIFT" Playbook for Partnership

Leadership – Ensure each management team has the proper supporting talent to maximize growth

Investment – Re-invest earnings into business and infrastructure to support future growth

Flexibility – Use debt conservatively to create flexibility; consider minority investment opportunities

Technology – Ensure our partners have best-in-class technology, systems and processes

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Current Investments

Investment	Date	Description
	Mar '22	Trifecta Collective is a trade show platform focused on acquiring a portfolio of industry-leading shows. The platform made its first acquisition in March 2022.
	Dec '21	Swyft Filings is an end-to-end platform for SMB incorporation, filing and compliance services limiting time spent creating, maintaining or outsourcing completion of various business forms
	Nov '21	Norwood offers outdoor equipment products, including the leading enthusiast brands of portable consumer sawmills and related accessories and consumables
	Oct '21	Webconnex is a leading provider of ticketing, events registration and integrated payments software to a variety of industries
	Oct '20	Hyphen Solutions offers cloud-based construction and supply chain management software to the homebuilding industry, including real-time scheduling and collaboration tools
	May '16	
	Apr '20	Metal-Era is a manufacturer of high-performance roofing products focused on metal edge and ventilation solutions for commercial, institutional and industrial buildings
	Aug '19	ADC is an OEM-focused solutions provider offering short run, high complexity metal components to regulated industries, including aerospace, defense and medical
	Jul '19	TickPick is a no-fee ticket marketplace, transforming the event ticketing industry with its customer-centric platform and all-in pricing approach
	Oct '18	Quick Med Claims is a leading provider of technology-enabled revenue cycle management services to the emergency medical transport industry
	Sept '18	SkinSpirit is a premier medical spa concept that provides skin and body care services such as Botox, dermal fillers, CoolSculpting, facials and other non-invasive procedures
	Jun '18	The RealReal (NASDAQ: REAL) is the online leader in authenticated luxury consignment, offering consignors and buyers the most convenient marketplace for authenticated goods
	Feb '18	360training.com provides online training courses and certification in regulated industries including environmental health and safety, food and beverage and real estate
	Jan '18	Delphon is a manufacturer of highly-engineered polymers and protective solutions serving the semiconductor, electronics and medical device industries in the U.S. and internationally
	Sept '17	Luna Grill is a "luxe" casual Mediterranean restaurant concept that offers fresh food served in an order-sit format, as well as craft beer and wine
	Feb '16	Black Bear Diner franchises and operates restaurants which offer customers a fun and inviting guest experience that focuses on providing generous portions of high-quality food
	Mar '15	MOD Pizza is a fast casual pizza concept offering handcrafted personal pizzas "made-on-demand" cooked in a gas-fired display oven, along with salads, beer, wine and desserts

Other Senior Team Experience ⁽¹⁾



(1) Includes (i) prior investments by GreyLion and its predecessor and (ii) additional selected investments in which senior GreyLion team members played a significant role prior to joining GreyLion's predecessor or prior to joining GreyLion from another firm. Other professionals who are not a part of GreyLion played a role in the investments comprising Other Senior Team Experience and it is not purported that such data represents GreyLion's prior experience as a team. Such data is provided for illustrative purposes only.