



GreyLion focuses on investing in high-growth businesses in the lower middle market. We seek to partner with existing founders, entrepreneurs, and management teams across several sectors to deliver capital in tailored and flexible minority and control structures. GreyLion invests \$25-\$125 million of capital per investment in companies primarily headquartered within the United States. We currently manage three private equity funds with aggregate commitments of \$1.9 billion.

## Sector Focus Areas

Services			Specialized Industrial
<b>Software &amp; Business Services</b> <ul style="list-style-type: none"> <li>✓ Enterprise Software</li> <li>✓ FinTech &amp; Integrated Payments</li> <li>✓ Outsourced Business Services</li> <li>✓ Supply Chain Mgmt. Software</li> <li>✓ Training &amp; GRC</li> <li>✓ Tech-Enabled Services</li> </ul>	<b>Healthcare</b> <ul style="list-style-type: none"> <li>✓ Behavioral Health</li> <li>✓ HCIT</li> <li>✓ Healthcare Services</li> <li>✓ Multi-Site HC / PPM</li> <li>✓ Pharma Services</li> <li>✓ Revenue Cycle Mgmt.</li> </ul>	<b>Consumer &amp; Digital Commerce</b> <ul style="list-style-type: none"> <li>✓ Consumer Facing HC Products</li> <li>✓ Consumer Services</li> <li>✓ Franchisors</li> <li>✓ Digital Marketplaces</li> <li>✓ E-Commerce</li> <li>✓ E-Commerce Enablement</li> </ul>	<ul style="list-style-type: none"> <li>✓ Aerospace &amp; Defense</li> <li>✓ Building Products</li> <li>✓ Contract Manufacturing</li> <li>✓ Engineered Equipment</li> <li>✓ Industrial Services</li> <li>✓ Industrial Technology</li> <li>✓ Specialty Distribution</li> <li>✓ Test &amp; Measurement</li> </ul>

## GreyLion's "LIFT" Playbook for Partnership & Value Creation

### L Leadership

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



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

### T Technology



### I Investment

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



Use debt conservatively to create flexibility; consider minority investment opportunities

### F Flexibility

**Chip Baird**  
Managing Partner  
Chip@GreyLion.com

**David Ferguson**  
Managing Partner  
David@GreyLion.com

**Ryan Anderson**  
Partner  
Ryan@GreyLion.com

**Henry Heinerscheid**  
Partner  
Henry@GreyLion.com

**John McKee**  
Partner  
John@GreyLion.com

**Jody Shechtman**  
Partner  
Jody@GreyLion.com

**Santiago Núñez**  
Principal  
Santiago@GreyLion.com

**Drew Darling**  
Vice President  
Drew@GreyLion.com

**Sean Gormley**  
Vice President  
Sean@GreyLion.com

**Jake Grossbaum**  
Vice President  
Jake@GreyLion.com

## Current Investments

Investment	Date	Description
 *	Jul '22 Feb '18	<b>360training.com</b> provides online training courses and certification in regulated industries including environmental health and safety, food and beverage and real estate
 *	Mar '22	<b>Trifecta Collective</b> 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	<b>Swyft Filings</b> 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	<b>Norwood</b> offers outdoor equipment products, including the leading enthusiast brands of portable consumer sawmills and related accessories and consumables
<b>WEBCONNEX</b>	Oct '21	<b>Webconnex</b> is a leading provider of ticketing, events registration and integrated payments software to a variety of industries
	Oct '20 May '16	<b>Hyphen Solutions</b> offers cloud-based construction and supply chain management software to the homebuilding industry, including real-time scheduling and collaboration tools
 *	Apr '20	<b>Metal-Era</b> is a manufacturer of high-performance roofing products focused on metal edge and ventilation solutions for commercial, institutional and industrial buildings
 *	Aug '19	<b>ADC Aerospace</b> is an OEM-focused solutions provider offering short run, high complexity metal components to regulated industries, including aerospace, defense and medical
	Jul '19	<b>TickPick</b> is a no-fee ticket marketplace, transforming the event ticketing industry with its customer-centric platform and all-in pricing approach
	Oct '18	<b>Quick Med Claims</b> is a leading provider of technology-enabled revenue cycle management services to the emergency medical transport industry
 *	Sept '18	<b>SkinSpirit</b> 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
<b>The RealReal</b>	Jun '18	<b>The RealReal (NASDAQ: REAL)</b> is the online leader in authenticated luxury consignment, offering consignors and buyers the most convenient marketplace for authenticated goods
	Jan '18	<b>Delphon</b> 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	<b>Luna Grill</b> is a "luce" casual Mediterranean restaurant concept that offers fresh food served in an order-sit format, as well as craft beer and wine
	Feb '16	<b>Black Bear Diner</b> 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	<b>MOD Pizza</b> 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 <sup>(1)</sup>



(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.