



GreyLion Capital (formerly known as PWP Growth Equity) 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, technology and services, healthcare services 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 \$1.35 billion.

Investment Parameters

\$25 - \$125 million
of capital per investment

Focus industries include
consumer, consumer technology, technology & services, healthcare services and industrial growth

Flexible partners investing through **both minority and control structures**

Growth companies
with strong and defensible margin profiles

Invest alongside strong **management teams**

Multiple transaction types:
buyouts, recapitalizations, capital raises, corporate partnerships, divestitures/spinouts

Investment Sectors

Consumer Technology

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

Consumer

Restaurants
Franchisors
Consumer Services
Consumer Facing HC Products
Multi-Unit Retail
Beauty & Personal Care

Technology & Services

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

Healthcare Services

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

Industrial Growth

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

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Current Investments

Investment	Date	Description
	Oct '20 May '16	Hyphen Solutions offers cloud-based construction and supply chain management software to the homebuilding industry, including real-time scheduling and collaboration tools
	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
	June '15	MSA Security specializes in providing high-threat, high-consequence security services and has the world’s largest private fleet of explosive detection canines
	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) Refers to prior investments by GreyLion and investments in which senior GreyLion team members played a significant role prior to the formation of GreyLion Capital either at their predecessor firm or prior to their time at such firm. Other professionals who are not a part of GreyLion played a role in the investments comprising Other Senior Team Experience.