

Platform Equity Partners

A Dba of R8 HOLDINGS

Vertically Integrated Private Equity Platform:

POWERED BY POST OAK GROUP · MUNERA · ACQUISITION NETWORK



We Don't Just Build Companies, We Build Communities

Platform Equity Partners fosters a cooperative ecosystem where partners, operators, and investors grow together with a support system and work on common projects and companies that have great value — our work is rooted in shared Lived Values, mutual success, and long-term relationships that strengthen with every cycle, because our aim is similar.

Plant Seeds

Identify and nurture the right people and businesses



Pollinate

Success spreads across the platform, feeding the next cycle

Grow Together

Operators, partners, and capital aligned toward shared goals

Root Deep

Build lasting relationships and institutional knowledge

Bloom

Portfolio companies and people reach their full potential



Four Verticals. One Thesis: Fragmentation = Opportunity

We focus exclusively on sectors where we have strong relationships & understanding of the businesses. We see fragmentation as structural. Consolidation is always happening and platform premiums are achievable, if we can "learn to work well with others". Our Highly Functioning Organizational Development Operating System selects each vertical for its cash flow profile, culture and operator transferability with a strong Change Management Thesis and access to Growth Capital.



CPG (R8-Health & Wellness)

Branded consumer products like Supplements, Natural Foods, Biohacking Equipment & Personal Care with loyal audiences, recurring revenue, and strong margin expansion potential through shared infrastructure.



Construction/Services

Regional specialty Contractors, Electrical companies, HVAC and trades with sticky customer relationships, high utilization rates, and low technology penetration.



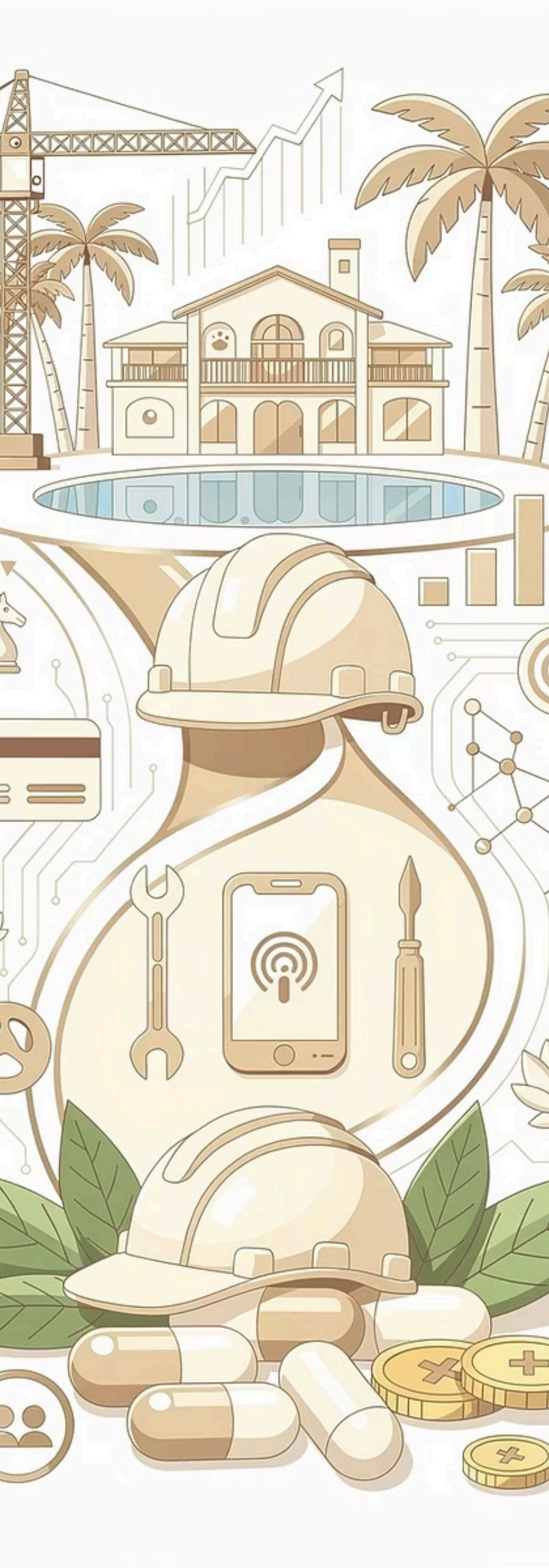
Wellness Real Estate

Vertically integrated real estate operations like Spas, Resorts, Retreat Centers, Aging Facilities, Rehabs and Hotels — steady cash-flow hospitality + asset-backed, that also support events.



Fintech

Niche financial services and payments infrastructure businesses with SaaS-like economics and significant cross-sell opportunity within the platform.



THE OPPORTUNITY

The \$2M–\$10M EBITDA Market Is Underserved

The **lower middle market** represents one of the most compelling and persistently fragmented segments in private equity. Businesses generating \$2M–\$10M in annual EBITDA are too large for most individual buyers and too small for institutional capital — creating a structural gap that Platform Equity Partners is uniquely positioned to fill.

Underserved

Institutional PE firms ignore this tier. Local buyers lack the capital and systems to scale.

Fragmented

Thousands of profitable, founder-owned businesses across four high-growth verticals ripe for consolidation.

Ready to Scale

Strong cash flows and loyal customer bases — missing only the capital and operational infrastructure to grow.



Three Compounding Revenue Streams

Platform Equity Partners is engineered for compounding returns — not JUST a single-event liquidity. Our economic model generates income at every stage of the investment lifecycle, creating durable value for partners and LPs across the full duration & after each companies lifecycle.

Cash Flow

Fees + Dividends

Management fees, deal fees, finance fees and portfolio company dividends generate immediate and recurring distributions from Day 1 — providing yield while long-term equity appreciates.

Equity

Ownership Upside

Direct equity stakes in each portfolio company — plus platform-level ownership that compounds in value as the aggregate EBITDA base grows and platform multiples expand.

Exit

Liquidity Events

Full or partial platform exits to strategics, family offices, or PE acquirers at 8–15x EBITDA multiples — delivering the primary liquidity event for investors and partners.



PEP Solves Three Major PE Problems

Most acquisition strategies fail because they solve one piece of the puzzle in isolation. Capital without deal flow stalls. Deal flow without operators destroys value. Operators without capital can't close. Platform Equity Partners integrates all three into a single, purpose-built engine for whole systems design.



Capital

Post Oak Group provides the institutional capital stack — enabling fast closes and competitive deal terms without the bottlenecks of traditional fundraising cycles.



Deal Flow

We generate a proprietary, relationship-driven pipeline of qualified acquisition targets across all four verticals — before they hit the market, through a number of ways.



Operators

Acquisition Network deploys experienced, sector-specific operators into portfolio companies on Day 1 — installing systems, cutting waste, and accelerating growth immediately.


PLATFORM EQUITY PARTNERS





One System. One Process. Multiple Deals. Compounding Value.


CAPITAL
INVESTMENT BANK


LEADS
AI AGENTS +
MUNERA BUYSIDE
ADVISORS


OPERATORS
PEP +
ACQUISITION
NETWORK


PEP
GROWTH ENGINE

-  ACQUIRE
-  OPTIMIZE
-  GROW EBITDA
-  MULTIPLE EXPANSION



DEAL 1
\$11M DEAL
\$2M EBITDA
PER YEAR TO PEP



DEAL 2
\$17M DEAL
\$3M EBITDA
PER YEAR TO PEP



DEAL 3
\$24M DEAL
\$4M EBITDA
PER YEAR TO PEP

PEP NEW VALUE
\$72M | \$9M EBITDA | @ 8X



Buy → Scale → Exit / ReFi... Repeat.

THE STRATEGY

The Value Creation Thesis

We acquire fundamentally sound & growing businesses at disciplined entry multiples, rapidly install operational infrastructure, and exit at premium multiples — generating outsized returns on each cycle while the platform compounds in value.

The model is designed to be repeatable, scalable, and self-reinforcing across every vertical we enter.



Buy at 4–6x EBITDA

Acquire profitable, cash-flowing businesses below market using off-market proprietary deal flow, using Post Oak Groups Investment Bank system/process.



Scale with Systems + Operators

Deploy proven playbooks, leaders of the industry, technology, and experienced teams to unlock embedded value quickly, grow Ebitda and therefore the collective multiple.



Exit at 10–15x EBITDA

Grow in Value, Refinance or Sell to strategic acquirers & financial buyers at platform multiples

A SuperTeam, A Platform of Equity Partners

The team is built on an exceptional group of investors, operators, and dealmakers — each bringing domain expertise, proprietary networks, and a track record of value creation. The bench depth is a core competitive advantage - 8 Managing Partners/Directors

Corey Call

Platform lead and managing partner driving overall strategy and capital allocation through Investment Bank

Dr. Jessica Shiners

Operational excellence, Organizational Design across portfolio companies, Change Management.

David Rose

Operational Excellence, RE Developer, Land Mngt Systems, Org & Team Development

Steve Johnson

Leadership, Strategy, Investment Bank integration, CFO

Joaquin Altenberg

Managing Director, CFO, Fund Management

Chase Binnie

Portfolio company partner and market intelligence.

Austin Lortie

Acquisition sourcing and Munera Capital Network pipeline development.

Jonathan Wright

Legal, compliance, and transaction execution across the platform.

Managing Directors & Management Consultants

— *sector specialists, advisors, and operating partners embedded across all four verticals.*

Satyen Raja - Exec Coach, Warrior Sage

Jim O'Leary - CEO, COO @ Services

783 -Ganesh Elie/Steve Ehlinger - CFO, Systems

Darren Contardo - CEO, CMO @ CPG

Juston Brommel - CEO @ Exolution System

IanMichael Hebert - CEO of Wellness RE

Herb Sih - Sales, Strategy, Marketing

Matt Vitamante - SE Asia, Fund Mngt

Sean Wilson - CEO Real Estate Wellness Developer

Andrew Morizio - Associate, LeadGenAI

Sydney Campos - Connector, Org Dev

Dmitri Love - CEO Fintech

Built for Size: \$B+ Platform

The five-year roadmap is designed to build a platform of institutional scale — with the revenue base, EBITDA density, and operational infrastructure to attract premium exit multiples from the world's largest strategic and financial acquirers.

\$75M

Year 1 Revenue

Initial acquisition base across all four verticals, generating immediate cash flow.

\$1.8B

Year 5 Revenue

Full-scale platform revenue across CPG, Construction, Fintech, and Real Estate.

\$300M

Target EBITDA

\$300M–\$400M platform-level EBITDA at full build-out, supporting a \$3-4B+ exit valuation.

The Exit Path

At \$300M–\$400M EBITDA, year 5-8, the platform becomes a compelling acquisition target for:

- Tier-1 private equity firms seeking platform-scale entry
- Carve out specialists
- Strategic corporate acquirers in each vertical
- Sovereign wealth and family office capital seeking yield + scale
- 5-10 years, the platform supports a **\$5B+ valuation**.

