



ELVISRIDGE
CAPITAL



EXPERIENCED, FOCUSED INVESTORS IN OUTDOOR RECREATION & SPORTFISHING

With a track record of success, Elvisridge Capital offers manufacturers or distributors of rods, reels, tackle, and other fishing-related products an opportunity to expand or sell their businesses.

INVESTMENT CRITERIA

We acquire or invest in established, privately held, middle- to late-stage, outdoor recreation and sportfishing manufacturers with:

- Revenues from \$1 million to \$10 million
- EBITDA of \$200,000 or more
- Niche leadership or identifiable product differentiation
- Turn-around opportunities may be of interest
- Controlling interest preferred; will consider minority investment with senior secured debt in select situations
- Ideal situation is where owners seek liquidity for estate planning purposes
- Management/employee retention is critical

PRODUCT SECTORS

- Rods
- Reels
- Terminal Tackle
- Hard Bait Lures
- Soft Bait Lures
- Rigs
- Tools
- Gloves
- Apparel

EXPERIENCE

Elvisridge Capital, operating partner, Bill Bolton has deep experience with products sold into the sportfishing industry, including our portfolio company, Blackfin Rods.



WHY ELVISRIDGE CAPITAL?

Approach

We make investments for the long term — not simply to satisfy short-term goals. In addition, we often encourage management teams or owners to continue employment and participate in acquisitions.

We create value by providing financial support and strategic direction to achieve manageable growth and opportunity for all stakeholders.

Agility

We invest our own capital. Our decisions and valuations are made locally and rapidly — not by a large committee of investors.

Discretion

As focused, private investors, we consider transactions other firms may not. Often we're able to get comfortable with business risks, such as seasonality and customer concentration. In addition to providing equity, we can provide working capital and term debt with attractive terms, potentially eliminating the need for multiple debt providers.

CONTACT US

To speak with us about capital investment or to expand or sell your business, contact Bill Bolton, Operating Partner, at (248) 310-6965 or by email at bill@elvisridgecapital.com.