

Q1 2025

Selectivity and Slowdowns

Why Add-Ons Are Winning in
Today's Market

MARKET UPDATE

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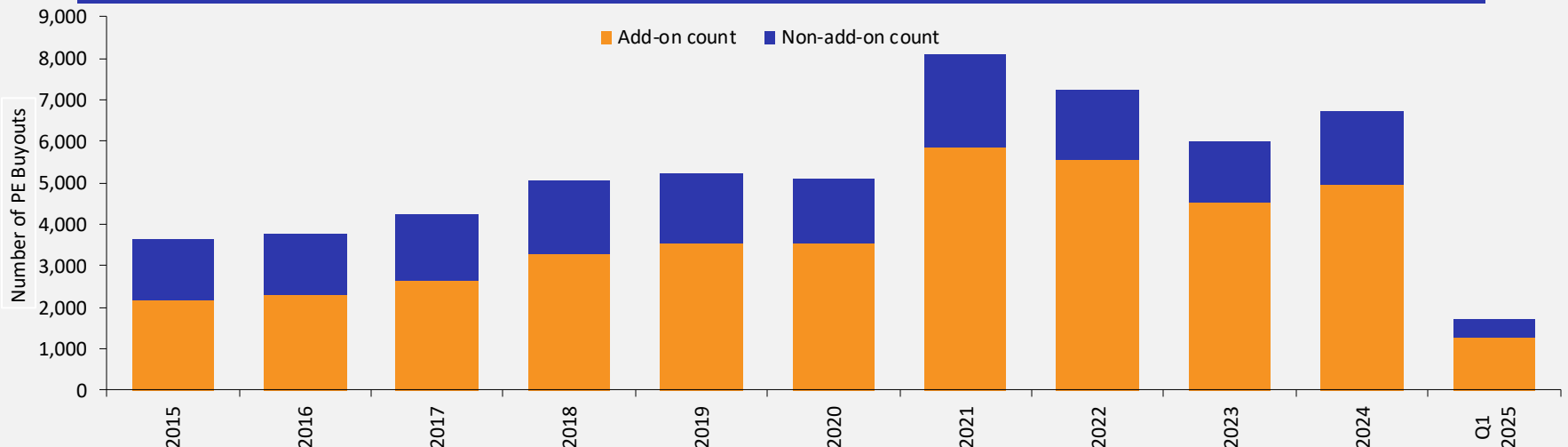
M&A Analysis

The deal environment remains challenging. M&A is not frozen, but more selective. With rising scrutiny, shifting sentiment, extended timelines, and scarcity of new platforms, the bar to close a new platform continues to rise. Many sponsors are finding that even well-positioned platforms are taking 8 to 11 months to complete, and several 2024-launched processes continue to stretch closing timelines into 2025.

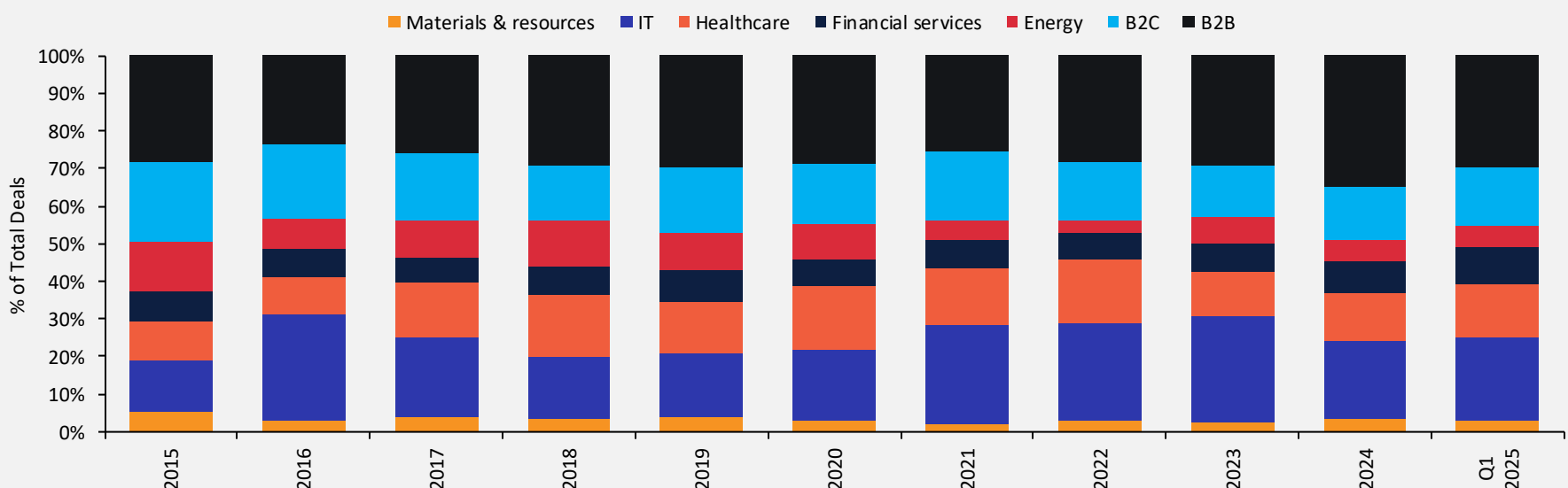
In contrast, add-ons remain an attractive, executable path forward. In a market that rewards certainty, sponsors are leaning into known assets and familiar sectors, prioritizing bolt-on acquisitions where integration risks are lower and value creation is clearer. It's a signal of discipline, not retreat — and one that underscores the importance of precision in deal strategy. As many firms are hesitant to go-to-market in current conditions, PE exits continue to trend downwards.

Explore the data behind these trends in our latest market coverage.

ADD-ONS AS A SHARE OF ALL US PE BUYOUTS

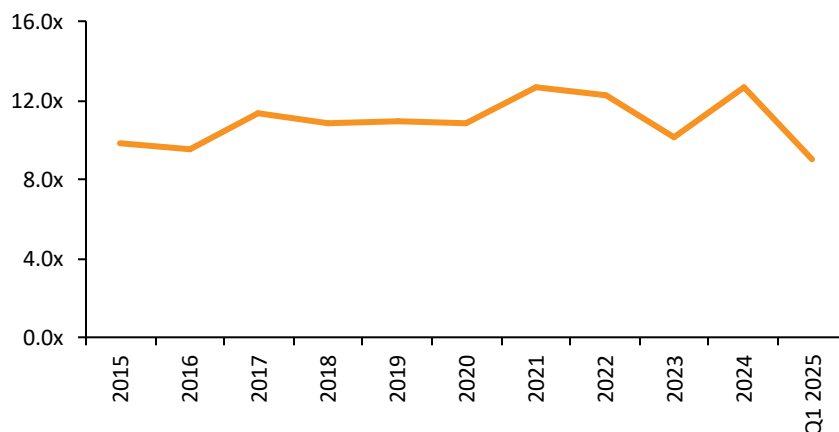


US PE DEAL VALUE BY SECTOR

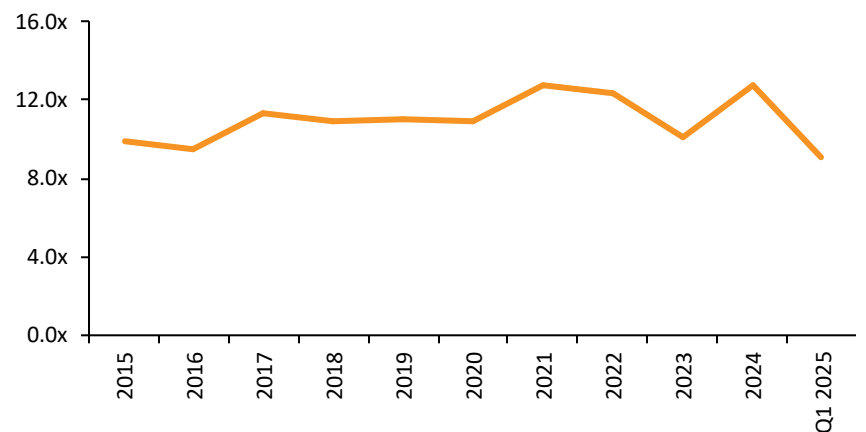


MARKET INDICATORS

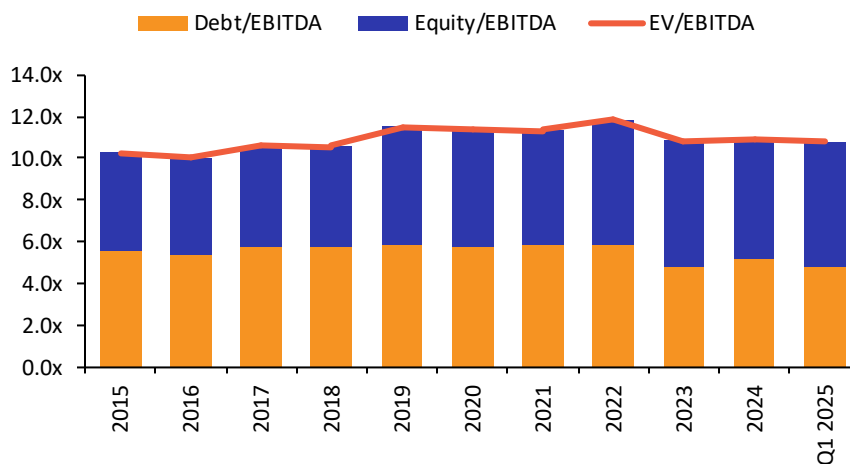
MEDIAN US PE BUYOUT EV/EBITDA MULTIPLES



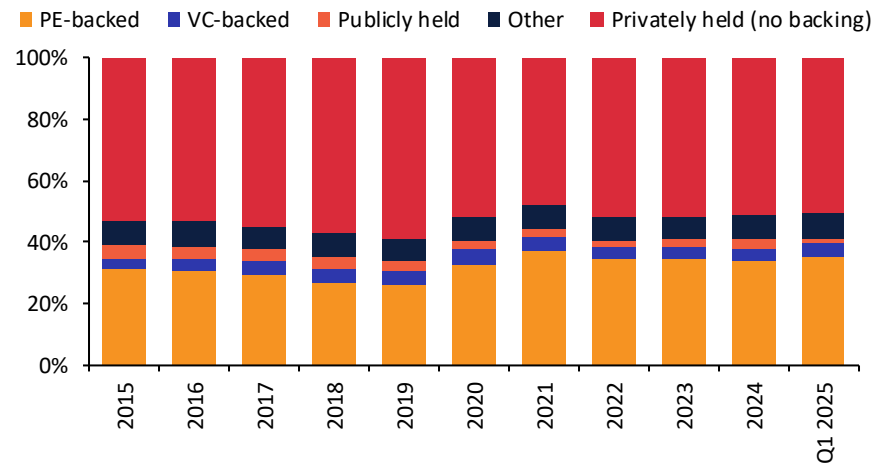
GLOBAL PE BUYOUT EV/EBITDA MULTIPLES



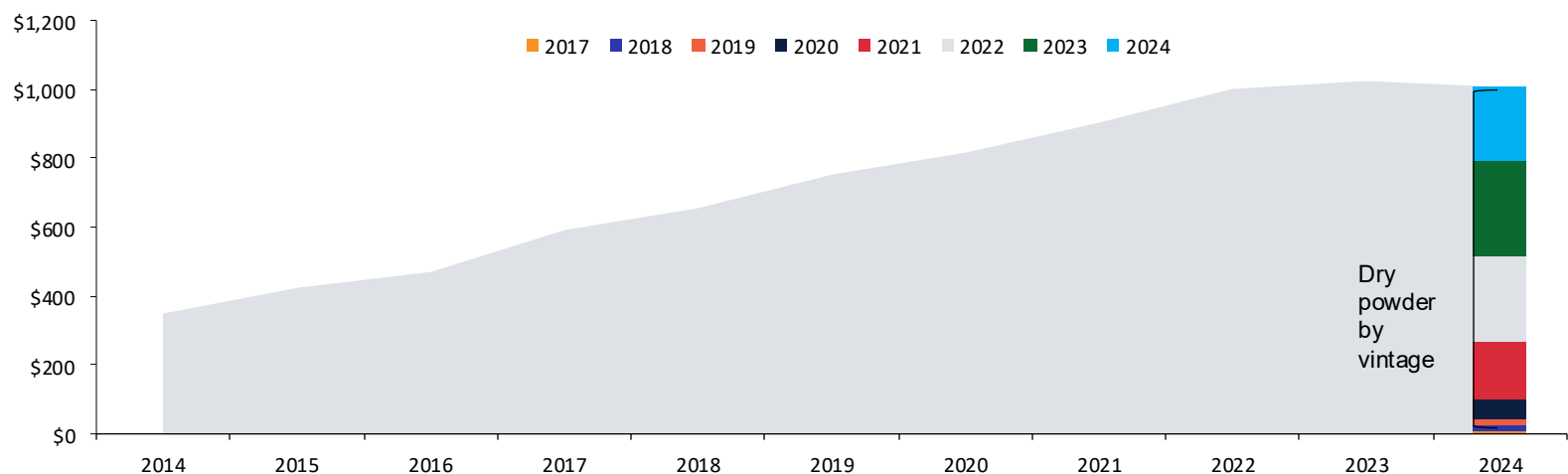
MULTIPLES ON BSL-FUNDED DEALS



US PE DEAL COUNT BY BACKING TYPE

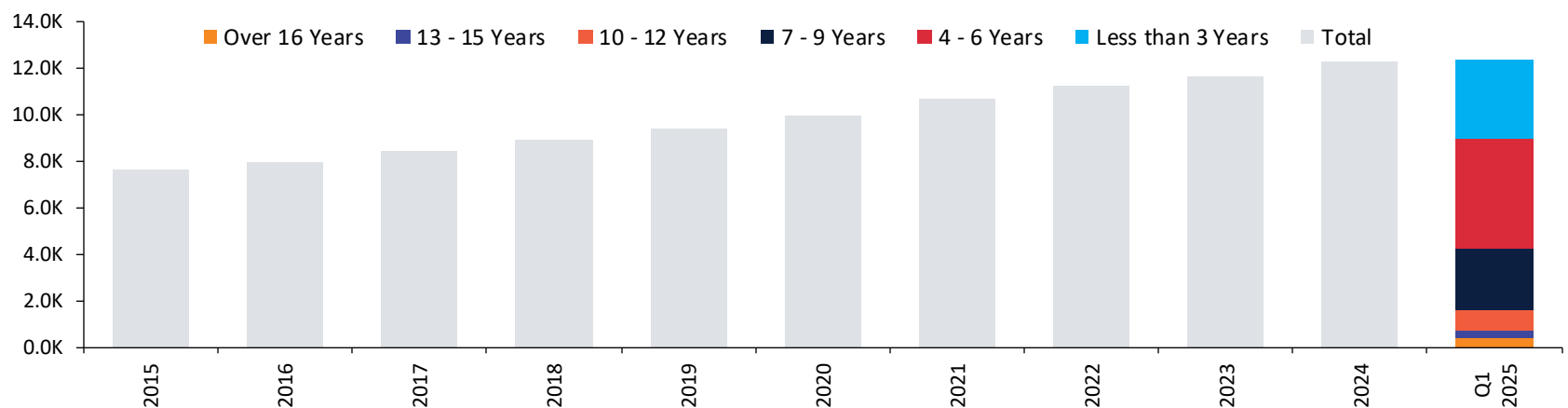


PE DRY POWDER (\$B)

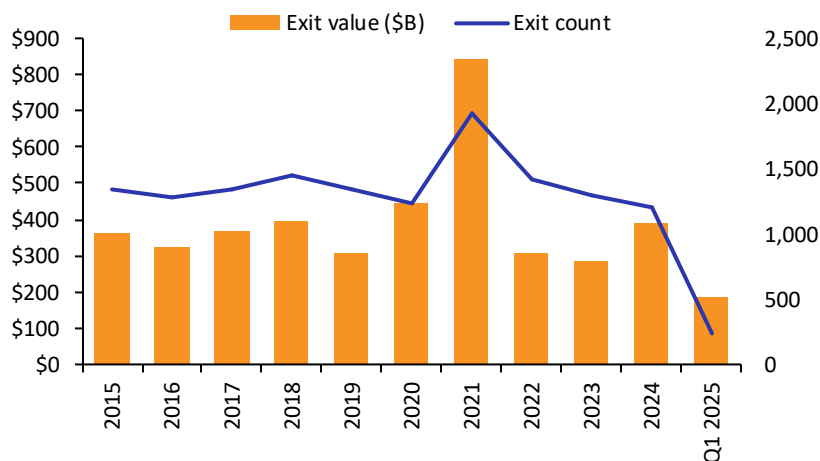


MARKET INDICATORS

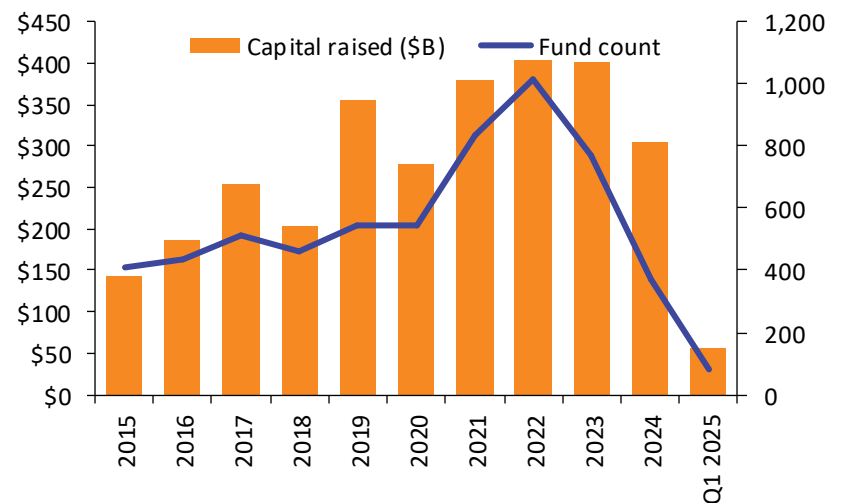
PE-BACKED COMPANY INVENTORY BY DEAL YEAR



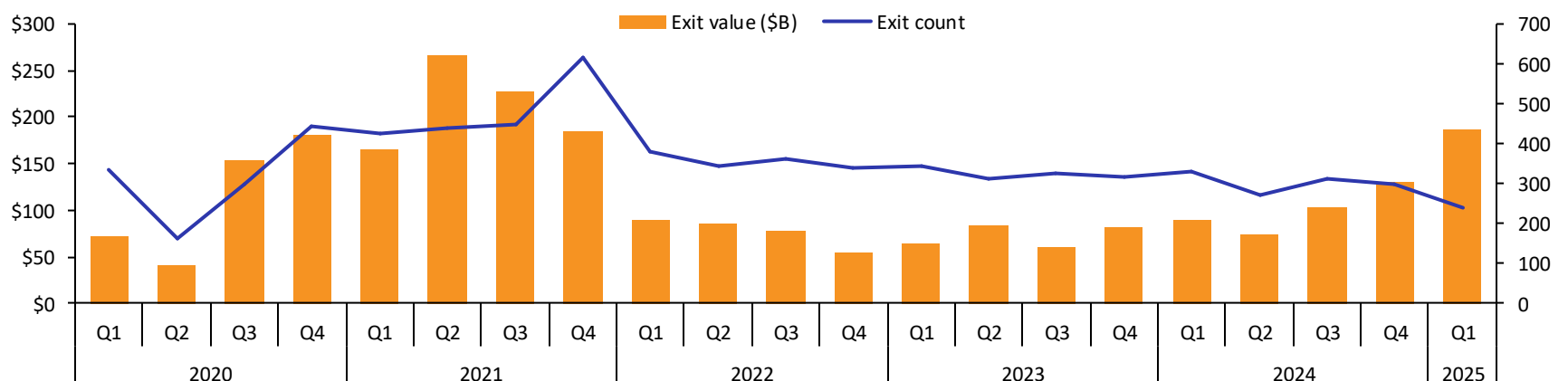
US PE EXIT ACTIVITY



PE FUNDRAISING ACTIVITY



PE-BACKED COMPANY EXIT BY QUARTER



Source: Pitch Book as of trading on March 31, 2025*

Past performance is no guarantee of future results

Securities offered through Hollister Associates, LLC. Member FINRA, SIPC. G2 Capital Advisors, LLC and Hollister Associates, LLC are separate and unaffiliated entities.

FEATURED G2 PROJECTS

Deal flow may be down, but G2 is still getting it done. We're actively running sell-side processes across all our core sectors — and closing them. From active engagements to recently completed transactions, we're helping clients navigate complexity, unlock value, and drive toward successful outcomes.

Transportation & Logistics



has been acquired by

Stonepeak

About the Mandate:

G2 served as the exclusive sell-side advisor to Dupré Logistics which was acquired by Stonepeak.

Sell-Side

Technology & Business Services

Project BlueSky

About the Mandate:

G2 executed a sale process for a custodial services provider for commercial and government facilities.

Sell-Side

Industrials & Manufacturing

Project Guinness

About the Mandate:

G2 is managing the sale of a contract manufacturing and sheet metal fabrication business serving diversified end markets.

Sell-Side

Technology & Business Services

Project Voyage

About the Mandate:

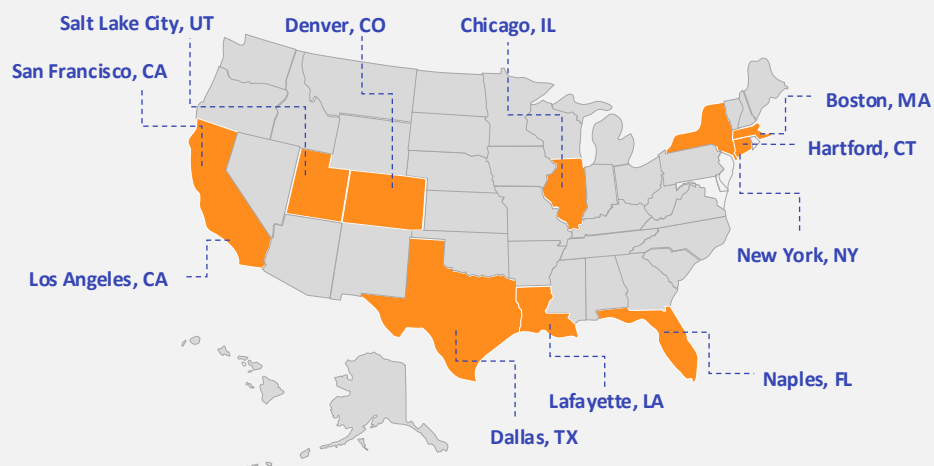
G2 is advising a SaaS platform for the travel and hospitality bookings industry.

Sell-Side

FIRM OVERVIEW

Overview:

- 600+ mandates in 15 years
- \$5.5B+ total executed transaction value
- Extensive industry experience
- Robust strategic and sponsor relationships
- Active touchpoints with logical sellers and buyers



Sector Expertise:



Industrials &
Manufacturing

I&M Focus Sectors:

- Niche Manufacturing
- Industrial Services
- Building Products
- Metals & Materials
- Containers & Packaging



Transportation
& Logistics

T&L Focus Sectors:

- Asset-Based Transportation
- Final Mile Delivery
- Freight Brokerage
- Warehouse & Distribution
- International Logistics



Technology &
Business Services

TBS Focus Sectors:

- IT Services & Cloud Solutions
- Outsourced Business Services
- Facility Services
- Tech-Enabled Services & Software



Consumer
& Retail

C&R Focus Sectors:

- Multi-Unit Consumer
- Food & Beverage
- Health & Wellness
- Consumer Goods

A Multi-faceted Platform:

Focused on crafting bespoke operational and financial advisory solutions for our corporate and investor clients. G2 works with clients across a range of situations.

SELL-SIDE
M&A
ADVISORY

BUY-SIDE
M&A
ADVISORY

CAPITAL
MARKETS

RESTRUCTURING
ADVISORY
SERVICES

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