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PNC Erievue Capital Invests in Higdon Outdoors

HIGDON
OUTDOORS

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CLEARVIEW CAPITAL[®]

In Collaboration with



Subordinated Debt &
Equity Co-investment

Acquisition Financing

PNC Erievue Capital recently completed an investment in Higdon Outdoors LLC (“Higdon” or the “Company”) in connection with Clearview Capital’s acquisition of the Company in partnership with Vertikal Brands and management. PNC Erievue Capital provided subordinated debt and an equity co-investment in the transaction.

About Higdon Outdoors

Headquartered in Paducah, Kentucky, Higdon Outdoors is a premier, multi-brand designer and supplier of hunting and sporting dog accessories. With more than 1,000 dealer locations worldwide, the Company’s flagship Higdon brand is the industry leader in waterfowl decoys. The Company’s Power Calls brand was founded in 2016 in partnership with World Goose Calling Champion of Champions, Kelly Powers. In 2018, the Company broadened its brand portfolio with the acquisition of MOmarsh, an innovative leader in waterfowl hunting blinds and sporting dog accessories, including the recently launched Versa-Vest.

About PNC Erievue Capital

PNC Erievue Capital is a Cleveland, Ohio-based investment firm that is currently investing out of a \$600 million commitment and managing existing subordinated debt and minority equity investments in approximately 40 platform companies. With a history dating back to 1979, PNC Erievue Capital has completed 248 platform investments, including 218 with middle market private equity sponsors.

PNC Erievue Capital seeks to invest between \$5 million and \$50 million of subordinated debt and/or equity co-investment per transaction to finance leveraged buyouts, recapitalizations, and growth opportunities in a wide range of industries.