

An aerial photograph of a rugged coastline. The water is a vibrant turquoise color, with white waves crashing against the shore. The coastline is characterized by steep, rocky cliffs in shades of brown and orange, with patches of green vegetation. A small, sandy beach is visible on the right side of the frame.

WMX

LEADING A PRIVATE EQUITY SEA CHANGE

We are changing the private equity experience from the inside out. As a woman-led firm, the Watermill Group is committed to using our seat at the table to make more space for more companies with high growth potential, creating access to the capital and resources smart leaders need to thrive.

With a commitment to help accelerate the demographic and cultural transformation underway around the world, our WMX initiative widens the path for these vital shifts to take hold in the private equity industry. We are leading the change by making investments in great teams led by women with a vision to build enduring businesses. We support WMX-funded leaders with a vibrant circle of trusted funders, advisors and partners wholly dedicated to the collective success of all stakeholders.

+25%

COMPANIES IN THE TOP QUARTILE FOR GENDER DIVERSITY ARE 25% MORE LIKELY TO HAVE HIGHER FINANCIAL RETURNS THAN THEIR PEERS (MCKINSEY)

+19%

FEMALE CEOs HAVE A 19% HIGHER ROE THAN THEIR MALE PEERS (CREDIT SUISSE)

+53%

FORTUNE 500 COMPANIES WITH AT LEAST THREE WOMEN DIRECTORS SAW A 53% INCREASE IN ROE (BCG)

+19%

COMPANIES WITH MORE DIVERSE MANAGEMENT TEAMS HAVE 19% HIGHER REVENUE DUE TO INNOVATION (BCG)

JULIA KAROL
President & COO

617.549.1029
JKAROL@WATERMILL.COM

781.891.6660
WATERMILL.COM

ANABELLE SKALLEBERG
Principal

857.352.6398
ASKALLEBERG@WATERMILL.COM

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INVESTING IN WOMEN-LED BUSINESSES

As a strategy-driven organization, we make control investments in dynamic businesses owned or led by a woman or have at least one woman in the c-suite. We are flexible about percentage of ownership, making us an ideal partner for teams looking to retain a meaningful portion of their equity.

Our evergreen funding model enables us to structure each investment separately on its own merits, making the right decisions at the right time based on each individual company, market and opportunity.

OTHER INVESTING CRITERIA

Size

\$20M to \$200M in revenues

Industry Agnostic

We are pursuing investments across a wide range of industries, backed by deep expertise in industrial manufacturing and value-added distribution.



OUR APPROACH UNLEASHES POTENTIAL

Our passion is helping companies achieve their full potential through strategic transformation. The hallmarks of our WMX investing approach are:

Operational Expertise

Together with management teams, we find innovative ways to fundamentally improve our portfolio companies. We provide guidance, direction and resources to help chart a new course to growth.

Entrepreneurial Vision

We believe entrepreneurial vision maximizes investment outcomes. Our partners, management teams and investors share our entrepreneurial DNA.

Collaborative Team Building

We are committed to results-driven collaboration. We thoughtfully curate boards to support each individual management team and strategy. We help to develop and elevate teams by fostering dynamic networks of highly motivated peers and strategic partners.

Transaction Acumen

We have the deep experience needed to dive in and help solve the most complex, time sensitive challenges. We have successfully acquired companies through corporate carve-outs, family or founder sales, institutional owners, cross-border transactions and distressed processes.

INSPIRING GREAT CHANGE. CREATING GREAT SUCCESS. TOGETHER.

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