



Tyler Kraft
Director of Marketing
The Boat House Group
(815) 788-1111 x 4910
Tyler.kraft@boathouseh2o.com

FOR IMMEDIATE RELEASE

The Boat House Group Announces Partnership with Concentric Equity Partners

CHICAGO, IL [June 29, 2023] The Boat House Group (TBHG), a leading boat dealer and trusted marine services provider, is proud to announce the consummation of a strategic investment partnership with Concentric Equity Partners (CEP), the direct investing arm of Financial Investments Corporation. This partnership aims to reinforce TBHG's ongoing growth and expansion plans, increase operational efficiency, and capitalize on emerging opportunities within the boating industry.

“As we look at a strategic way forward for our company, this partnership will allow us to pursue a sustainable growth plan through acquisition that reinforces culture, core values, customer service and employee development. It also serves as a testament to the potent synergy between TBHG’s deep-rooted industry knowledge and CEP’s robust financial resources and operational acumen.”

Kevin Code, CEO

This partnership will bring together CEP's financial resources, and strategic expertise with TBHG's industry knowledge, experience, and professional management team.

“ We couldn’t be more impressed with the quality of the leadership and operational team at Boat House and the platform they’ve purposefully built over 15 years. There is a substantial market opportunity for a super-regional leader like Boat House and we’re confident the Company is primed to continue its strong growth trajectory. We’re thrilled to be partnering with and supporting Boat House for the long-term future.”

Adam Lucas- CEP

About The Boat House Group The Boat House Group, a multi-store boat dealer and marine services provider, delivers all-inclusive boating and marina solutions to communities across the Midwest and Florida. Built on 30 years of industry experience, TBHG takes immense pride in providing exceptional customer service and unparalleled boating experiences for its local boating communities. “Our core purpose is sharing knowledge that builds confidence and passion for the boating lifestyle to create lifelong memories with family and friends.”

For more information, please visit:

www.boathouseh2o.com.

About Concentric Equity Partners Concentric Equity Partners is a private investment firm that partners with leading middle market companies by providing capital and strategic advisory to accelerate long-term value creation. Concentric’s approach is simple: support entrepreneurs and operators by providing the resources required to achieve extraordinary results. The firm’s investment team is made up of individuals with distinguished track records as operators and professional investors across a variety of growth-oriented middle market companies. Concentric Equity Partners is the direct investing arm of Financial Investments Corporation, a private asset management firm and family office with over \$2.5 billion in investment commitments under management. Financial Investments Corporation was founded in 1994 by father and daughter Harrison and Jennifer Steans and has been partnering with private companies for more than 25 years. For more information, please visit:

www.ficcep.com