



M Mountain
CAPITAL

January 12, 2023 — M Mountain Capital LLC (“M Mountain”) and its affiliates are pleased to announce an investment in Promounds, Inc. d/b/a On Deck Sports (“ODS” or the “Company”). The transaction closed on December 30, 2022.

Founded in 2001 and headquartered in Randolph, MA, with additional operations in Chatsworth, GA, ODS is a leading manufacturer and distributor of baseball and softball equipment, as well as a leading designer, developer, and installer of indoor baseball and softball training facilities. The Company’s products, which are sold through direct, wholesale, and online channels, include turf, netting, flooring, training aids, protective screens, balls, pitching machines, and mobile pitching mounds, making it a one-stop-shop for baseball and softball teams. The Company offers its ~2,500 SKUs and facility services to colleges & universities, high schools, youth programs, residential customers, and private sports facilities across the United States. Recently, the Company has leveraged its expertise in turf, netting, and indoor sports facilities to expand its product and service offerings to soccer and golf, end markets which management expects to contribute significant growth in the future. For more information about the Company, please visit www.ondecksports.com.

Tim Allen, CEO, and the existing management team will continue to run the day-to-day operations, while the Founder, Joe Murphy, will sit on the Board and has retained a significant equity stake in the business.

“We are very excited to partner with a best-in-class management team that has been able to deliver strong, consistent growth in a niche market,” said PJ Smith, Managing Partner at M Mountain. “We plan to support Tim, Joe, and their Company as it grows its existing operations in baseball and softball and further establishes itself in soccer, golf, and other sports.”

“My team and I are excited about working with M Mountain,” said Mr. Allen. “They immediately saw the endless possibilities for On Deck, which after 20-years is only getting started on building a comprehensive multi-sport training equipment and facilities design and build platform.”

Siguler Guff & Company, LP, a private markets investment firm, made a significant equity co-investment in the Company in addition to providing senior term debt to help facilitate the transaction.

On Deck Sports is M Mountain’s third portfolio company investment.

M Mountain Capital LLC is a private equity firm based in Southport, CT making control investments in dynamic, growing, well-managed consumer, business services, industrial services, niche manufacturing, and healthcare companies based in North America. Backed by four well-capitalized family offices, M Mountain seeks to invest in companies with EBITDA between \$2 and \$20 million. M Mountain has an additional office in Monterrey, Mexico. Until a recent rebranding, M Mountain was known as EFC² Capital.

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