



Private Equity Placement Agents

Kamarl Simpson explores private equity placement agents and the role they play in the industry.

Many fund managers choose to use the services of placement agents to enhance their fundraising capabilities in what continues to be a challenging fundraising environment. Of the funds currently seeking capital, 42% are using the services of a placement agent to help secure investor commitments.

Some of the largest fund closings so far in 2013 have been achieved with the assistance of placement agents, including Cinven V and TowerBrook Investors IV, which raised €5bn and \$3.5bn in total capital commitments respectively.

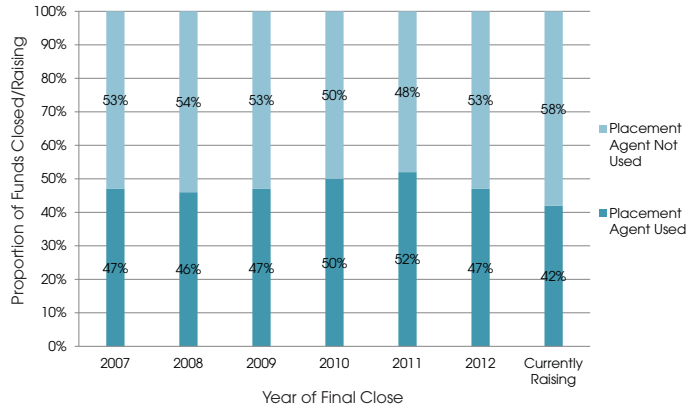
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See which placement agents worked/are working on which funds, and search for placement agents based on preferences such as fund type, fund size and geographical location, as well as the number and known value of funds each placement agent is currently working on, or that has closed historically.

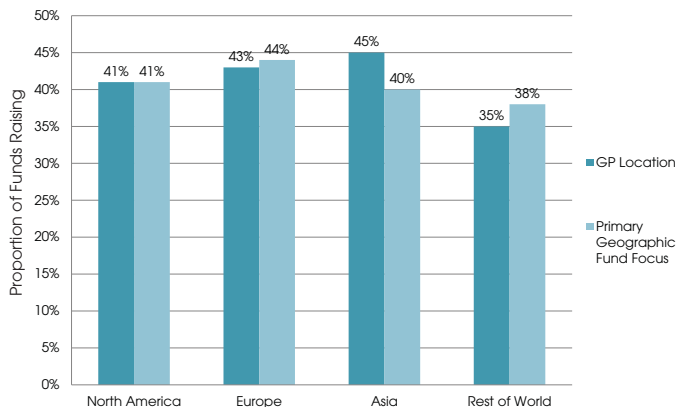
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Fig. 1: Proportion of Funds Using Placement Agents by Year of Fund Final Close



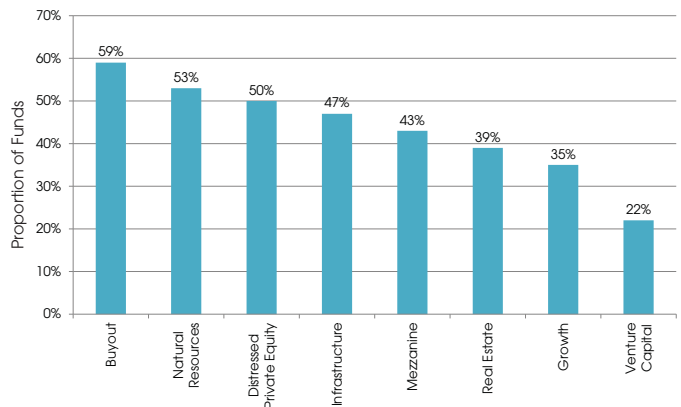
Source: Preqin Funds in Market

Fig. 2: Proportion of Funds in Market Using Placement Agents by GP Location and Primary Fund Focus



Source: Preqin Funds in Market

Fig. 3: Proportion of Funds in Market Using Placement Agents by Fund Type



Source: Preqin Funds in Market

Fig. 4: Prominent Funds Closed in Q1 2013 That Have Used a Placement Agent

Fund	Firm	Type	Final Size (mn)	Geographic Focus	Placement Agent(s)
Cinven V	Cinven	Buyout	5,000 EUR	Europe	Credit Suisse Private Fund Group
TowerBrook Investors IV	TowerBrook Capital Partners	Buyout	3,500 USD	US	UBS Investment Bank Private Funds Group
Equistone European Fund IV	Equistone Partners Europe	Buyout	1,500 EUR	Europe	Lazard Private Fund Advisory Group
White Deer Energy II	White Deer Energy	Natural Resources	1,275 USD	US	Park Hill Group
Clearlake Capital Partners III*	Clearlake Capital Group	Special Situation	785 USD	US	Park Hill Group, Aque-duct Capital Group

*Utilized the services of more than one placement agent.

Source: Preqin Funds in Market

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