



THE STRAWHECKER GROUP  
The Trusted Advisor To The Payments Industry

**FOR IMMEDIATE RELEASE:**

## **The Strawhecker Group Advises The Beekman Group in its Recapitalization of Direct Connect**

**OMAHA, Neb., February 6, 2015** – The Strawhecker Group (“TSG”) is pleased to announce the advisement of Beekman Investment Partners II, LP (“Beekman”) in their recapitalization of Direct Connect Holdings, LLC (“Direct Connect” or the “Company”), a leading provider of credit and debit card payment processing services. Beekman partnered with Direct Connect’s President and Chief Executive Officer, Matt Clyne, who will continue to lead the Company and maintain a significant ownership interest going forward.

TSG is well versed in the Transaction Advisory space, having completed business assessments for more than 100 payments companies ranging in value up to \$2 Billion. In this transaction, TSG served as an advisor to Beekman. TSG prepared documented valuation info for Beekman to support the recapitalization. TSG analyzed the market value of Direct Connect’s assets including the future economic rights of their existing merchant processing portfolios and the prospective revenue generated from new merchant.

Jamie Savant, Co-Founder and Partner of TSG, commented, “The payments industry is an attractive market due to its recurring and predictable revenue model, high growth rates, and manageable risk. We were pleased to assist Beekman with this transaction.”

### **About TSG**

*The Strawhecker Group (TSG) is a management consulting company focused on the payments industry. The company specializes in providing financial institutions, merchant acquirers, card associations, ISOs, processing companies, large merchants, and the investment community with advisory services to maximize their growth and profitability. TSG is also a source of consumer spending data, industry research, benchmark studies and developing trends. For more information please visit [www.TheStrawGroup.com](http://www.TheStrawGroup.com).*