

RCP / Advisors

Press Release

RCP Advisors Announces Launch of New Website and Brand

Chicago, IL – June 26, 2024 – RCP Advisors, a private equity investment firm that provides access to North American small buyout fund managers through primary funds, secondary funds, and co-investment funds, is pleased to announce the launch of our new website and refreshed brand identity. We aimed to create a clean, modern, yet sophisticated design highlighting our singular focus, expertise, and values.

Our new website, designed with our users in mind, is a comprehensive platform that provides easy access to RCP Advisors' strategies, news, insights, and research library. It also offers portal links for existing and potential clients, enhancing their experience and making navigating our site more accessible. The new website can be explored at www.rcpadvisors.com.

"We believe we have created a look which revitalizes and elevates our brand, providing a better reflection of who we are as we expand RCP Advisors' presence and continue to position ourselves as a thought leader and partner in the small buyout market space," said Charlie Huebner, Manager Partner at RCP Advisors.

RCP Advisors remains steadfast in its commitment to supporting small company buyout managers, fostering meaningful partnerships, and generating consistent, strong returns for our investors. We sincerely appreciate the support we have received thus far and eagerly look forward to the future.

About RCP Advisors

Founded in 2001, RCP Advisors, a subsidiary of P10, Inc. (NYSE: PX), is a private equity investment firm that provides access to North American small buyout fund managers through primary funds, secondary funds, and co-investment funds, as well as customized solutions and research services. RCP believes it is one of the largest fund sponsors focused on this niche, with ~\$14 billion in committed capital* and 56 full-time professionals as of June 26, 2024.

###

rcpadvisors.com

rcp@rcpadvisors.com

312.266.7300

353 N. Clark Street, Suite 3500

Chicago, IL 60654

RCP / Advisors

*“Committed capital” primarily reflects the capital commitments associated with our SMAs, focused commingled funds and advisory accounts advised by RCP since the firm’s inception in 2001 (including funds that have since been sold, dissolved, or wound down). We include capital commitments in our calculation of committed capital if (a) we have full discretion over the investment decisions in an account or have responsibility or custody of assets or (b) we do not have full discretion to make investment decisions but play a role in advising the client on asset allocation, performing investment manager due diligence and recommending investments for the client’s portfolio and/or monitoring and reporting on their investments. For our discretionary SMAs and commingled funds, as well as for our non-discretionary advisory accounts for which RCP is responsible for advising on all investments within the client’s portfolio, committed capital is calculated based on aggregate capital commitments to such accounts. For non-discretionary accounts where RCP is responsible for advising only a portion of the client portfolio investments, committed capital is calculated as capital commitments by the client to those underlying investments which were made based on RCP’s recommendation or with respect to which RCP advises the client. Committed capital does not include (i) non-discretionary advisory accounts no longer under advisement by RCP, (ii) assets managed or advised by Columbia Partners Private Capital (the “Private Capital Unit”), a separate business unit of RCP Advisors 2, LLC (“RCP 2”), or by Hark Capital Advisors, LLC, and Bonaccord Capital Advisors, LLC which are independent business lines of RCP 2, (iii) capital commitments to funds managed or sponsored by RCP’s affiliated (but independently operated) management companies (including, without limitation, Five Points Capital and Westech Investment Advisors, LLC), and (iv) RCP’s ancillary products or services.

rcpadvisors.com

rcp@rcpadvisors.com

312.266.7300

353 N. Clark Street, Suite 3500

Chicago, IL 60654