

## **Skyview Capital Announces Sponsorship Deal with St Mirren Football Club**

**Los Angeles, CA (USA) & Paisley, Scotland – March 30<sup>th</sup> 2017** – Skyview Capital is delighted to be confirmed as the Principal Sponsor of St. Mirren Football Club for the season 2017/18. As a private equity firm based in Beverly Hills, California, some may question why Skyview Capital might be interested in club sponsorship halfway around the world. The answer is simple.

Skyview Capital operates wholly owned portfolio companies in many countries and their products and services can be found in virtually every corner of the globe. Indeed, some of these products and services benefit enterprises right here in Scotland – some within a stone throw of the Paisley 2021 Stadium! While not household names, our portfolio companies provide large companies with solutions that make meaningful differences in operational efficiency and cost savings. Our own strategic plans will see us increase our presence in the UK in particular and, to that end, we are constantly investigating investment opportunities.

At the same time, harbouring an innate interest in sports of all persuasions, the principals of Skyview Capital have long held a desire to combine these personal interests with the business experience garnered over a number of years in many robust and fast paced industries. In addition to sponsorship support, we are keen to make available to the Club a wealth of commercial experience that may be of benefit as St. Mirren moves into the realm of fan ownership. While we recognise that management of a football club is entirely different than running a business, we are excited at the prospect of finding common denominators so that our commercial experience can be put to work in what is, for us, an avocation. While our standard business model sees Skyview Capital take outright ownership of an enterprise, we believe the concept of sponsorship, and not ownership, will allow us to take a more consultative approach to our involvement; being available only if needed.

We have followed St Mirren with keen interest over the last year in particular. We have observed the trials and tribulations as the Club fought off rival suitors and navigated its way to fan ownership. We have been impressed with the running of the Club, including the fact that it has no debt, has sole ownership of a relatively new stadium, is cash flow positive, has a dedicated team wearing multiple hats – all in support of maintaining a community club. It is that sense of community that most attracted us to St Mirren. We are aware of a great number of initiatives supported by the Club that are not routinely publicised. Many will be aware of the activities in the Dome and the Street Stuff programme operating in all areas of Renfrewshire. For its own reasons, the Club does not normally speak of some of the other initiatives it carries out in the surrounding community it serves, and we will respect that decision by not mentioning those here. However, we are impressed and it is the primary reason why we believe sponsorship support of a club like St Mirren is highly justified.

We are truly excited at the prospect of our alliance with St Mirren Football Club and the opportunity to contribute to what we believe is a sound business enterprise. Aligned with our passion for sport, we look forward to supporting Gordon Scott and Campbell Kennedy, and the broader St Mirren community, in the coming year.

**About Skyview Capital, LLC**

Skyview Capital is a global private investment firm headquartered in Beverly Hills, California, which specializes in the acquisition and management of mission critical enterprises in the areas of technology, telecommunications, business services and manufacturing. By leveraging its operational resources and financial acumen, Skyview Capital systematically enhances the long-term sustainable value of the businesses it acquires. To date, Skyview Capital has successfully completed over 25 transactions within its target market verticals. Visit [www.skyviewcapital.com](http://www.skyviewcapital.com)