

BUILDING SUCCESSFUL PARTNERSHIPS

Investing Private Equity in Founder-Led Businesses

The Private IPO®

Our innovative deal structure gives more control and more incentive equity to founders.

The Private IPO® rewards owners that want to reinvest and grow their businesses.

85% Liquidity

Significant liquidity for shareholders – diversify net worth and/or cash out inactive shareholders

51% Control

Rollover shareholders retain board control subject to certain approval rights, liquidity right and protective right

50% Ownership

Earn up to 50% of common equity value – significantly more incentive equity than a traditional buyout

Flexible Capital

We provide creative and flexible capital – investing majority or minority equity in full recapitalizations or growth equity structures.

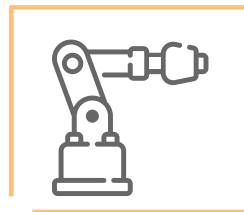
Where We Invest



Business Services



Healthcare



Manufacturing

COMPANY SIZE

\$4 - \$20+

Million EBITDA for New Platform Companies

INVESTMENT SIZE

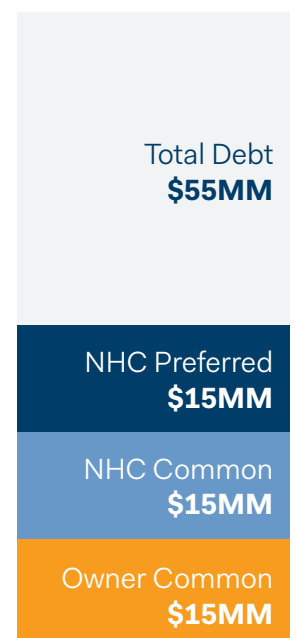
\$15 - \$40+

Million Equity Checks

Private IPO® Example

Enterprise Value
\$100MM

Economics at Exit*	
Base Case	Upside Case
67%	50%
33%	50%
25% incentive option pool	



* Common equity ownership at exit after repayment of debt and NHC preferred.

Representative Transactions



DeWinter Group

Temporary staffing and placement solutions for finance, accounting, and IT



EPTAM Precision

Precision-machined and molded components for medical and aerospace



Welcome Dairy

Food ingredients and flavorings provider specializing in cheese offerings



Covalent Health

Innovative logistics and transport solutions for healthcare providers



RhythmLink

Designer and manufacturer of disposable neurodiagnostic devices



REACH Air Medical

Emergency air medical services in California, Oregon and Texas



Flying Colours

Completions, refurbishments and maintenance for business aircraft



Centra Industries

Complex, precision-machined components for aerospace



Continental Services

Food service provider through vending, markets, dining and event solutions



OneSource Distributors

Electrical and industrial products distribution



The Execu|Search Group

Temporary staffing and placement solutions for healthcare, financial services and IT

Team

Mark Jrolf

Managing Senior Partner
mjrolf@newheritagecapital.com

Charlie Gifford

Senior Partner
cgifford@newheritagecapital.com

Nickie Norris

Senior Partner, COO, CCO
nnorris@newheritagecapital.com

Melissa Barry

Partner
mbarry@newheritagecapital.com

Judson Samuels

Partner
jsamuels@newheritagecapital.com

Mike O'Brien

Director
mobrien@newheritagecapital.com

Kyle Veatch

Vice President
kveatch@newheritagecapital.com