

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+

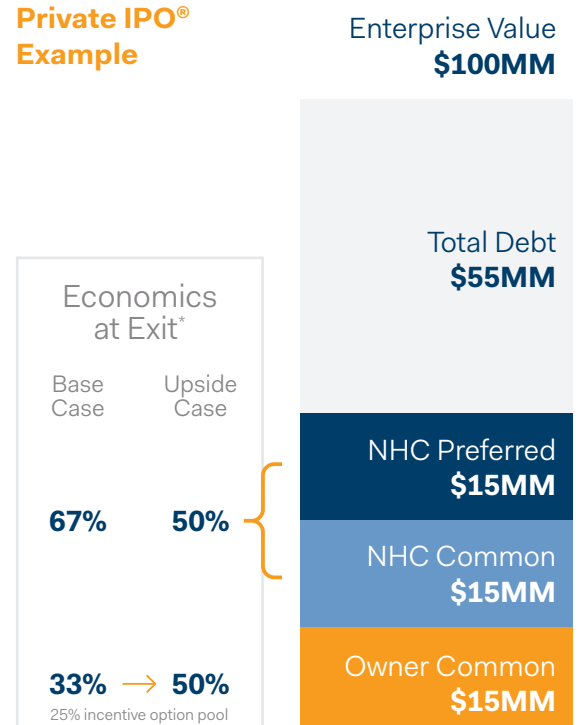
Million EBITDA for New Platform Companies

INVESTMENT SIZE

\$15 - \$50+

Million Equity Checks

Private IPO® Example



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

Representative Transactions



AMFM Healthcare

Leading provider of residential and outpatient mental health services to treat acute mood and thought disorders

CONTINENTAL

Continental Services

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



Icelandirect

Leading importer, manufacturer, and packager of marine oils and other nutraceutical products



Covalent Health

Innovative logistics and transport solutions for healthcare providers



FMS Solutions

SaaS-based business process outsourcing for independent grocers and multi-unit retailers



The Execu|Search Group | Exited

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



Carnegie Dartlet

Leading integrated marketing solutions for higher education



EPTAM Precision | Exited

Precision-machined and molded components for medical and aerospace



DeWinter Group

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



REACH Air Medical | Exited

Emergency air medical services in California, Oregon and Texas



Revela Foods

Food ingredients and flavorings provider specializing in cheese offerings



Centra Industries | Exited

Complex, precision-machined components for aerospace



RhythmLink

Designer and manufacturer of disposable neurodiagnostic devices



OneSource Distributors | Exited

Electrical and industrial products distribution



Flying Colours

Completions, refurbishments and maintenance for business aircraft

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

Principal
kveatch@newheritagecapital.com