

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+

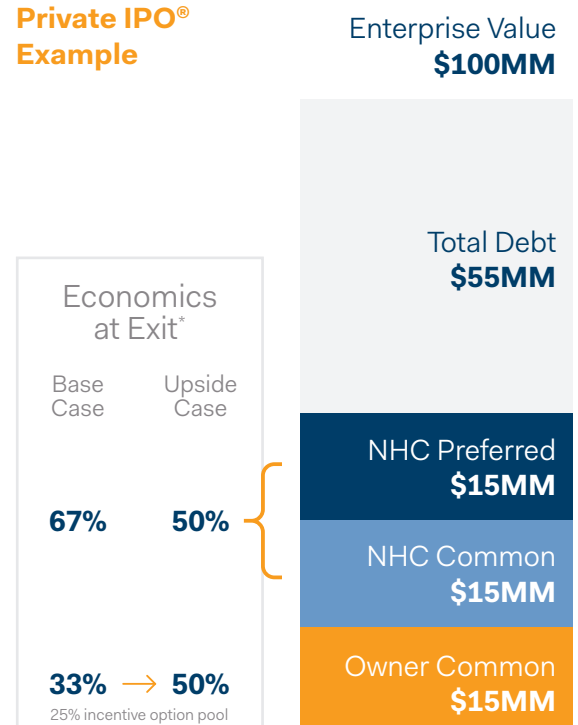
Million EBITDA for
New Platform Companies

INVESTMENT SIZE

\$15 - \$50+

Million Equity Checks

Private IPO® Example



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

Representative Transactions



Brilliant

Global provider of impactful corporate gifting and branded merchandise solutions



Covalent Health | Exited

Innovative logistics and transport solutions for healthcare providers



Stratus

Provider of specialized IT application managed services, implementation, and professional services



Flying Colours | Exited

Completions, refurbishments and maintenance for business aircraft



AMFM Healthcare

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



RhythmLink | Exited

Designer and manufacturer of disposable neurodiagnostic devices



Icelandirect

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



The Execu|Search Group | Exited

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



FMS Solutions

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



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



Continental Services

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



Centra Industries | Exited

Complex, precision-machined components for aerospace



Carnegie | Exited

Leading integrated marketing solutions for higher education



OneSource Distributors | Exited

Electrical and industrial products distribution



Revela Foods | Exited

Food ingredients and flavorings provider specializing in cheese offerings

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

Kyle Veatch
Principal
kveatch@newheritagecapital.com

Greg Katz
Vice President
gkatz@newheritagecapital.com