

**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.

**80%** 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 - \$30+** Million EBITDA for New Platform Companies

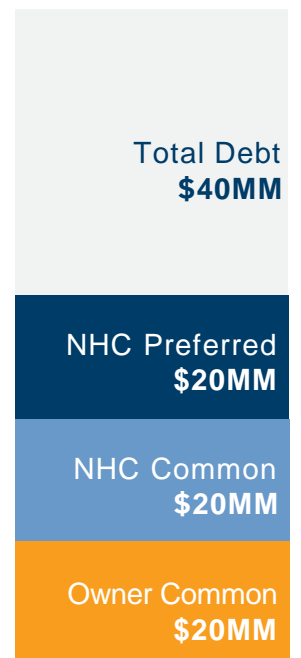
**INVESTMENT SIZE**

**\$15 - \$50+** Million Equity Checks

**Private IPO® Example**

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

Enterprise Value  
**\$100MM**



\*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

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



### RhythmLink | Exited

Designer and manufacturer of disposable neurodiagnostic devices



### Iceland Direct

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 | Exited

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



### Centra Industries | Exited

Complex, precision-machined components for aerospace



### Carnegie | Exited

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](mailto:mjrolf@newheritagecapital.com)

Charlie Gifford  
Senior Partner  
[cgifford@newheritagecapital.com](mailto:cgifford@newheritagecapital.com)

Nickie Norris  
Senior Partner, COO, CCO  
[nnorris@newheritagecapital.com](mailto:nnorris@newheritagecapital.com)

Melissa Barry  
Partner  
[mbarry@newheritagecapital.com](mailto:mbarry@newheritagecapital.com)

Judson Samuels  
Partner  
[jsamuels@newheritagecapital.com](mailto:jsamuels@newheritagecapital.com)

Kyle Veatch  
Principal  
[kveatch@newheritagecapital.com](mailto:kveatch@newheritagecapital.com)

Greg Katz  
Vice President  
[gzatz@newheritagecapital.com](mailto:gzatz@newheritagecapital.com)