

The NexPhase Approach

Specialization

Industry vertical teams bring true domain expertise

Thematic

Target industry subsectors based on macro and micro trends

Operators

Operational enhancement via 14 industry and functional experts

Value Creation

Systematic and proven approach to driving incremental growth and profitability

Partner of Choice

Over 80% of investments are entrepreneur-owned and operated at close

Since inception, NexPhase has managed over \$1.8B of capital and completed 80+ investments

Investment Criteria

Ownership	Control
Location	North America
EBITDA	Up to \$30MM
Equity Investment	\$40MM – \$150MM
Financial Profile	Asset-light, high growth

Preference for entrepreneur-owned businesses





Transaction Opportunities:

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Consumer Portfolio Companies

 OLIVER WINERY & VINEYARDS	March 2021	Top 30 US winery focused on approachable, flavor-forward and low-ABV wines
	June 2016	Leading cocktail mix brand offering a complete line of premium non-alcoholic mixers and spirit-based ready-to-drink cocktails
	April 2019; exited September 2021	Omnichannel manufacturer of premium-quality, ready-to-eat indulgent popcorn with significant e-commerce footprint
	May 2012; exited December 2016	Provider of branded and licensed personal care products. #1 Children's oral care brand, Firefly, and leading value brand, Dr. Fresh

Focus Areas

Branded CPG within:

Beverage

- Beverage mixes and enhancers
- Specialty and functional beverages
- Craft spirits, hard cider and wine
- Flavored alcohol, RTD cocktails and mixers
- Low/no-alcohol alternatives

Personal & Home Care

- Functional cosmetics and grooming
- Relaxation and sleep aids
- Cleaning and fabric care
- Pain relief and recovery
- OTC and consumer health
- Feminine care and sexual health

Food

- Indulgent treats and snacks
- Meal solutions, sauces, condiments and toppings
- Frozen and prepared foods
- Food as medicine

Other

- Kid-focused brands
- DTC/e-commerce brands with emerging FDM distribution
- Gifting
- Leading regional brands
- Co-manufactured dairy and alternatives

Value Creation Expertise

- Sales and marketing execution
- Distribution expansion and route-to-market strategy
- Product innovation
- Brand development
- Supply chain cost savings and lean management
- Strategy development and performance management
- Organizational design, recruiting, succession planning and leadership development

Consumer Team

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Doug Corbett
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- President, InBev USA
- Procter & Gamble
- PepsiCo

Bob Waldron
Executive Advisor

- Cameron's Coffee
- Schwan Foods
- Sun Products
- General Mills

Micah Valine
Finance, accounting, supply chain and operations

- SYSCO Food Services
- TreeHouse Food

Michael Johnson
Digital Marketing

- CEO, Get Found First (Google Premier Partner)