

## 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 90+ investments**

## Investment Criteria

<b>Ownership</b>	Control
<b>Location</b>	North America
<b>EBITDA</b>	\$4MM to \$30MM
<b>Equity Investment</b>	\$40MM – \$150MM
<b>Financial Profile</b>	Asset-light, high growth

*Preference for entrepreneur-owned businesses*

## Transaction Opportunities:

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## Consumer Portfolio Companies

 July 2022

Direct-to-consumer marketer of clean and effective baby and family personal care products focused on sensitive skin conditions

 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

## 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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Operating Partner  
▪ President, InBev USA  
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**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)