

NPC is a thematic and operationally-focused private equity firm that partners with founder-owned companies that have reached a growth inflection point and are seeking their 'Next Phase.' NPC specializes in three distinct sectors: Consumer, Healthcare and Software & Services.

|                          |   |
|--------------------------|---|
| <b>Specialization</b>    | Industry vertical teams bring true domain expertise                 |
| <b>Thematic</b>          | Target industry subsectors based on macro and micro trends          |
| <b>Operations</b>        | Operational enhancement via 12 industry and functional experts      |
| <b>Value Creation</b>    | Systematic approach to driving incremental growth and profitability |
| <b>Partner of Choice</b> | 80% of investments are entrepreneur-owned and operated at close     |

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



## Transaction Opportunities

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## Investment Criteria

|   |                          |
|---|--------------------------|
| <b>Ownership</b>                                    | Control or co-lead       |
| <b>Location</b>                                     | North America            |
| <b>EBITDA</b>                                       | Up to \$30MM             |
| <b>Equity Investment</b>                            | \$25MM-\$150MM           |
| <b>Financial Profile</b>                            | Asset-light, high growth |
| <i>Preference for entrepreneur-owned businesses</i> |                          |

## Consumer Portfolio Companies

|                                     |                                       |   |
|-------------------------------------|---------------------------------------|---|
| <b>OLIVER</b><br>WINERY & VINEYARDS | <i>March 2021</i>                     | Top 30 US winery focused on approachable, flavor-forward and low-ABV wines  |
|                                     | <i>April 2019</i>                     | Manufacturer of premium quality, all-natural ready-to-eat popcorn offering indulgent and better-for-you varieties nationwide  |
|                                     | <i>June 2016</i>                      | Leading cocktail mix brand offering a complete line of premium quality non-alcoholic mixers and spirit-based ready-to-drink cocktails in over 200,000 retail and on-premise locations |
|                                     | <i>May 2012; exited December 2016</i> | Leading provider of branded and licensed personal care products. Created #1 Children's oral care brand, Firefly, and leading value brand, Dr. Fresh                                   |

## 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

## 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
- Leading regional brands

#### Food

- Indulgent treats and snacks
- Meal aids, sauces, condiments and toppings
- Side dishes, wraps and bread alternatives
- Fermented or pickled foods
- Leading regional brands

#### Functional Personal Care & Household Products

- Functional cosmetics and grooming
- Orthopedic products and OTC
- Relaxation and sleep aids
- Functional home products

#### Other

- Kid-focused food, beverage and personal care
- DTC/ecommerce brands with emerging FDM distribution
- Gifting

## Consumer Team

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 Finance, accounting, technology, supply chain and operations  
 ▫ SYSCO Food Services  
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