

NPC is a thematic and operationally-focused private equity firm that partners with primarily founderowned companies that have reached a growth inflection point and are seeking their "Next Phase"

The NexPhase Approach

Specialization

Industry vertical teams bring true domain expertise

Thematic

Target subsectors based on relevant investment themes and trends

Operators

Operational enhancement via 15 industry and functional experts

Value Creation

Systematic approach to creating market leaders

Partner of Choice

Over 80% of investments entrepreneurowned and operated at close

100+ investments completed and \$2.1B capital raised and managed since inception

Investment Criteria

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

Preference for entrepreneurowned businesses

Transaction Opportunities:

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Select Consumer Portfolio Companies

tubby tool	July 2022	Direct-to-consumer marketer of clean and effective baby and family personal care products focused on sensitive skin conditions
OLIVER.	March 2021	Top 30 US winery focused on approachable, flavor-forward and low-ABV wines
Listes	June 2016	Leading cocktail mix brand offering a complete line of premium non-alcoholic mixers and spirit-based ready-to-drink cocktails
Property	April 2019; exited September 2021	Omnichannel manufacturer of premium-quality, ready-to-eat indulgent popcorn with significant e-commerce footprint
DR.Fresh [®]	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 & enhancers
- Craft spirits, flavored alcohol, hard cider & wine
- Low/no-alcohol alternatives
- Specialty & functional beverages

Personal & Home Care

- Cleaning & maintenance
- OTC & consumer health
- Pain relief, recovery & active lifestyle solutions
- Relaxation & sleep aids
- Safety & accessibility solutions
- Solution-oriented cosmetics & grooming

Value Creation Expertise

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

Food

- Food as medicine; allergy-free foods
- Frozen & refrigerated food
- Indulgent treats & snacks
- Meal solutions
- Sauces, condiments & toppings

Other

- DTC/e-commerce brands with emerging/potential FDM distribution
- Kid & senior-focused brands
- Leading regional brands

Consumer Team

Micah Valine

operations

Finance, accounting,

TreeHouse Food

SYSCO Food Services

supply chain and

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Michael Johnson Digital Marketing

 CEO, Get Found First (Google Premier Partner)

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