

NewSpring Franchise

NewSpring Franchise invests in emerging franchise and multi-unit concepts in large and growing markets. We are uniquely positioned within the lower-middle market with over 40 years of sector specific operating and investing experience.

NewSpring Franchise is part of NewSpring, a lower-middle-market focused private equity firm that partners with innovators, makers, and operators of high-performing companies in dynamic industries to catalyze new growth and seize compelling opportunities. The Firm manages over \$3.5 billion across five distinct strategies covering the spectrum from growth equity and control buyouts to mezzanine debt.

NEWSPRING FRANCHISE INVESTMENT CRITERIA

Financials

~\$5mm-~\$75mm
Revenue

<\$6mm
EBITDA

Sample Industries

- Pet Services
- Home Services
- Food & Restaurant
- Personal Care
- Education & Child Related Services

Target Company Attributes



Compelling brand and customer value proposition



Proven unit-level economic profile to support accelerated development



Tech-enabled and process driven businesses



Experienced management teams

Differentiating Factors

- Access to scaled and efficient processes, enriched technologies, and best-in-class back-office resources allowing the investment team to focus directly on value creation initiatives
- Significant CEO-level experience and investment track-record within the franchise industry
- Value creation team brings upper market resources, proven operational methodologies, and technology enablement to critical functional areas of each company
- Intentionally sized and positioned to access the inefficient, lower-middle market where value creation via operator experience is the most impactful

Franchise by the Numbers

7 Portfolio Companies
with differentiated value propositions

\$5-25mm
Average investment size

~600
Units at time of investment



900+
Total current units

INVESTMENT TEAM & OPERATIONAL EXPERIENCE

Seasoned team of former CEOs and senior executives uniquely positioned with firsthand, sector-specific CEO-level experience within the multi-unit brands industry to unlock operational efficiency



Satya Ponnuru



Patrick Sugrue



Sean Whitehead



Luke Pillarella



25+ years of C-level operating and consulting experience strategically repositioning brands and business models to drive improved sales efficiency and income growth

ADVISORY PARTNERS

NewSpring Franchise's advisory partners leverage real operational expertise to create value within key functional areas including New Unit Development, Operational Enhancements, Infrastructure Improvement, and Financing and Institutionalization



Steve McMahon
Marketing Advisory



Gavin McKinney
Group CFO Food &
Advisory



Jason Perras
Group CFO Services
& Advisory



Andy Revella
Supply Chain &
Advisory



ABOUT NEWSPRING

\$3.5bn+

Assets Under Management

5

Investment Strategies

250+

Investments Made since 1999

100+

Total Exits

70+

NewSpring Employees



Blo Blow Dry Bar is a leading personal care franchise brand specializing in blow outs, as well as other signature hair and makeup services

170+ Units

18% Unit Growth Since Investment



Central Bark is a leading pet services franchisor, offering dog care facilities that provide day care, boarding, grooming, training services and specialty retail products

80+ Units

34% Unit Growth Since Investment



Duck Donuts a specialty treat franchise brand offering fresh, warm, made-to-order donuts and other all-day menu items

250+ Units

28% Unit Growth Since Investment



Federal Donuts is a fried chicken and cake donut shop, serving affordable comfort classics such as: upscale donuts, breakfast sandwiches, salads, and twice fried chicken buckets and sandwiches

25+ Units

37% Unit Growth Since Investment



Green Home Solutions creates a clean indoor air environment by providing mold remediation, indoor air quality, odor removal, and allergen control solutions through green, EPA-registered products

200+ Units

New Investment - August 2023



Shake Smart is a leading healthy fast-casual concept providing nutritious and delicious protein shakes, protein smoothies, acai bowls, wraps, nut butter and avocado toast, and more

60+ Units

New Investment - February 2024



Great Harvest is a franchisor of fast casual bakery cafes offering freshly baked breads and baked goods, as well as sandwiches, soups, salads, and other food and beverage items

175+ Units

New Investment - September 2024

Note: Unit count represents current units open and in development

CONTACT

For investment opportunities or questions, please contact:
Adam VeVerka at 610.567.2392 or aveverka@newspringcapital.com

OUR LOCATIONS

Philadelphia • Baltimore • Denver • New York
Phone: 610.567.2380 • Fax: 610.567.2388 • newspringcapital.com