



STRATEGY OVERVIEW

NewSpring Growth actively supports founders and entrepreneurs, delivering working capital to scale fast-growing technology companies.

NewSpring Growth 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 GROWTH INVESTMENT CRITERIA

Financials	Investment Profile	Sample Industries
\$5mm+ TTM Revenue	Growth Stage Businesses <ul style="list-style-type: none"> - Recurring revenue - Capital-efficient growth - Sustainable, growing margins - Scalable - Strong product-market fit - Disruptive 	 Software  IT & Tech-Enabled Services  eCommerce/Marketplaces

ABOUT NEWSPRING GROWTH

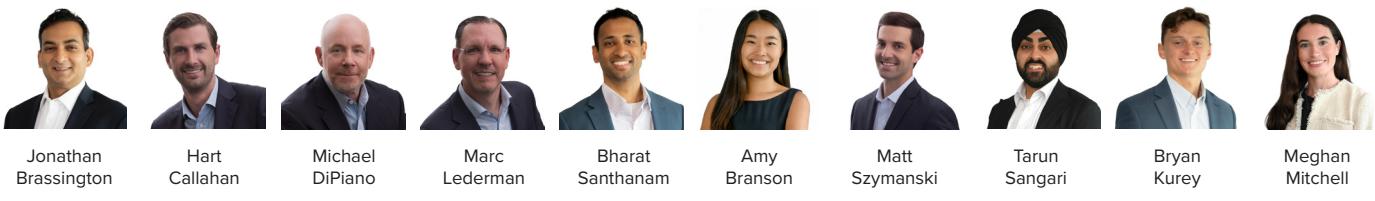
Differentiating Factors	Growth by the Numbers
<ul style="list-style-type: none"> - Hyper focused on building capital efficient businesses through multiple economic cycles - Operationally oriented partnership approach to help CEOs predict and navigate complex strategic and financial opportunities 	\$10-40mm \$1.3bn
<ul style="list-style-type: none"> - 20+ years of providing the necessary financial and operational resources to ensure that growing companies mature to the next level - Recognized as an Inc. Founder Friendly Investor for our reputation as an entrepreneurial collaborator three years running 	80+ Investments 1999 Founded

Value-Add Partnership Approach

- NewSpring establishes a trusted partnership with management teams to align on growth strategies that create meaningful and measurable value
- NewSpring leverages its vast network of industry experts to deploy resources focused on creating operational improvements that provide clear and predictable paths to capital efficient growth
- Focused on building strong alignment – both operationally and financially – with management and key stakeholders to drive outcomes

INVESTMENT TEAM

NewSpring Growth's dedicated investment professionals have invested together for over two decades, navigating growth through multiple economic cycles



ADVISORY PARTNERS

Focused on diligencing new investment opportunities, board governance, and value creation



\$3.5bn+
 Assets Under Management

5
 Investment Strategies

ABOUT NEWSPRING
250+
 Investments Made since 1999

100+
 Total Exits

70+
 NewSpring Employees

Software		IT & Tech-Enabled Services		E-commerce/Marketplaces	
	SEEKING ADD-ON	Celigo is a leading integration Platform-as-a-Service (iPaaS) provider for both business and technical users.		Deposco is a cloud-based supply chain management platform focused on serving mid-market omnichannel retailers.	
	SEEKING ADD-ON	Cordial's cross channel marketing automation software enables B2C brands to reach its customers via personalized messages text, mobile apps, and push notifications.		Appcues is a no-code software solutions built to help non-technical teams improve and measure product adoption by its customers.	
	SEEKING ADD-ON	aPriori provides cost simulation and manufacturability software to bridge the gap between product development and production for the world's top manufacturers.		Energage is the trusted survey provider behind the Top Workplaces program, partnering with major media organizations to provide exceptional companies with actionable employee engagement insights.	
	SEEKING ADD-ON	ExecOnline provides online leadership development tools to universities.		Symphonic is a differentiated music technology platform that provides distribution services to independent labels and individual artists.	
	SEEKING ADD-ON	PX is a marketing technology platform used to automate and manage customer acquisition.		Interactions is a leading provider of speech and natural language technology.	
	SEEKING ADD-ON	Messagepoint provides Customer Communications Management solutions that help enterprises create and deliver clear and relevant messages to their customers.		Intersection applies digital technology to the physical world to improve the experience of public space.	
	SEEKING ADD-ON	Fashionphile provides a branded, omni-channel marketplace for re-commerce of authentic, ultra-luxury, superior quality handbags, jewelry and accessories.		FlashParking is powering the parking evolution by giving isolated parking assets the tools to transform into connected hubs of mobility.	
	SEEKING ADD-ON	Vacasa is North America's largest vacation rental management platform.		Bespoke Post is a multi-category, direct-to-consumer e-commerce platform with a fast-growing membership base.	
	SEEKING ADD-ON	Skillshare is the world's largest online learning community for creativity.		Snag connects workers seeking hourly jobs with employers seeking to fill hourly positions.	

NOTABLE EXITS



CONTACT

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OUR LOCATIONS

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