



Established in 2017, NB Group (“NBG”) is a private investment firm focused on growing small and medium size businesses in Consumer & Retail, Technology & Telecom, and Business Services

WHAT WE LOOK FOR

We invest in majority buyouts or 25%+ minority recapitalizations in three core sectors: Consumer/Retail, Technology & Telecom, and Business Services. Key criteria include:

- Revenue of at least \$10M, EBITDA of \$3-20M, and EBITDA margins of 10%+. Equity checks of \$5-50M+.
- Revenue base with recurring characteristics and multiple growth opportunities
- Differentiated product or service and a loyal customer base with limited concentration.
- Open to partnering with existing management or bringing in new leadership.

WHY NBG

Small Portfolio & Value Addition: we only invest in 3-5 companies at a time, enabling us to dedicate substantial time to working with portfolio companies’ management teams and adding value by drawing on our experience as investors, consultants, and operators.

Growth Orientation: we look to generate the majority of our investment returns by aggressively growing sales and profitability at companies we invest in.

Industry Knowledge: we have deep operating and investing experience in our target industries, which we leverage to evaluate deals quickly and help accelerate the businesses we partner with.

Patience & Flexibility: we work patiently to customize a transaction to fit a Seller's objectives. We do not have a fixed structure for investments and have flexible capital to enable customization.

PORTFOLIO



CR FITNESS

Based in Tampa, FL, CR Fitness is one of the largest franchisees of Crunch gyms in the US. NB Group completed a recapitalization of the company in partnership with the existing management team in 2018.



EWC GROWTH PARTNERS

One of the largest operators in a growing consumer services franchise system. In 2020, NB Group acquired and combined four operators to form a platform for consolidation in partnership with a strong management team.



ONEPEAK MEDICAL

OnePeak Medical is a rapidly growing medical practice group in the Pacific Northwest. The company provides personalized, prevention-focused primary care to patients. NBG partnered with the founder and management team in 2021.

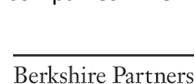
TEAM

NEEL BHARGAVA | Partner

Prior to NB Group, Neel was a member of the investment team at Berkshire Partners, a consultant at Bain & Company, and worked on the corporate development team at the NY Times Co. At Berkshire Partners, Neel evaluated new investments in the Tech/Telecom and Consumer/Retail industries and worked closely with several portfolio companies, including Aritzia (TSE: ATZ) and Party City (NYSE: PRTY). Neel is a graduate of the University of Michigan and Harvard Business School.

ARIEZ DUSTOOR | Partner

Prior to NB Group, Ariez was a member of the investment team at Audax Group, the corporate development team at Yahoo!, a Co-Founder of Scout Finance (enterprise SaaS company), General Manager at Rocket Internet, and started his career at McKinsey & Company. At Audax Group, Ariez evaluated new investments and worked closely with portfolio companies. Ariez is a graduate of the University of Michigan, where he was elected Phi Beta Kappa.



OPERATING ADVISORS – PARTIAL LIST

John Baldwin | Former CEO, Computron Software; CEO, Daptiv; former Partner, Parallax Capital

Greg Forrest | CEO, Teo Technologies; Former CEO, Magna5; CEO, XETA Technologies

Mark Archer | Former CFO, Jamba Juice, Red Mango, Del Taco, EZ Lube; President WSS