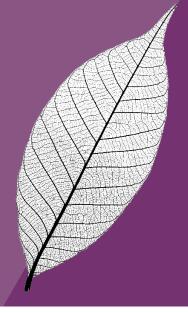


# NewSpring **Franchise**



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 lowermiddle-market focused private equity firm that partners with innovators, makers, and operators of highperforming 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.

**Target Company Attributes** 

#### **NEWSPRING FRANCHISE INVESTMENT CRITERIA**

**Financials** 



#### Sample Industries

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



Compelling brand and customer value proposition



economic profile to support accelerated development



process driven husinesses



#### **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, lowermiddle market where value creation via operator experience is the most impactful

### Franchise by the Numbers

Portfolio Companies

with differentiated value propositions

Units at time of investment

## **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



Pillarella



imvescorinc.

SALADWORKS .



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



Group CFO Food &



Advisory

Deloitte.



Jason Perras Group CFO Services & Advisory





Advisory



Supply Chain &

**ABOUT NEWSPRING** 

250+

Investments Made since 1999

**Total Exits** 

NewSpring Employees

**Investment Strategies** 

Assets Under Management

\$3.5bn+





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** 



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



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



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



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



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



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