

## Our Approach

### Specialized

Dedicated industry vertical teams bring true domain expertise

### Thematic

Target subsectors based on relevant investment themes and trends

### Operational

Hands-on approach to operational value creation

### Founder Friendly

Over 80% of investments entrepreneur-owned and operated at close

**120+ investments completed and \$2.6B capital raised and managed since inception**

## Investment Criteria

Preference for entrepreneur-owned businesses

**Ownership** Control deals; preference for >50%

**Location** North America

**EBITDA** \$4MM to \$35MM

**Equity Investment** \$40MM to \$225MM

**Financial Profile** Asset-efficient, high growth

## Select Consumer Portfolio Companies

**MAGIC SCIENCE CORPORATION**

July 2025

Vertically integrated omnichannel manufacturer and marketer of hypochlorous acid products, including Magic Molecule Skin Spray

**Add-On Criteria:** Science-backed, ingredient-forward antimicrobial and skin health products

**tubby todd**  
BATH CO

July 2022

Omnichannel marketer of clean and effective baby and family personal care products focused on sensitive skin conditions

**OLIVER**  
WINERY

March 2021

Top 30 US winery focused on approachable, flavor-forward and low-ABV wines

**Add-On Criteria:** Asset-lite wine brands sold in mass retail and/or DTC

**Popcornopolis**

April 2019;  
Exited Sep. 2021

Omnichannel manufacturer of premium-quality, ready-to-eat indulgent popcorn with significant e-commerce footprint

**Long's**

June 2016;  
Exited Jul. 2025

Leading cocktail mix brand offering a complete line of premium non-alcoholic mixers and spirit-based ready-to-drink cocktails

**DR. Fresh**

May 2012;  
Exited Dec. 2016

Provider of branded and licensed personal care products. #1 children's oral care brand, Firefly, and leading value brand, Dr. Fresh

## Consumer Focus Areas

### Food & Beverage

- Beverage mixes & enhancers
- Specialty & functional beverages
- Meal solutions & sauces/condiments
- Food as medicine; foundational nutrition
- Indulgent treats & snacks
- BFY alternatives

### Consumer Services

- Wellness, beauty and juvenile
- Franchises

### Personal & Home Care

- Functional beauty
- Consumer health
- Pain relief, recovery & active lifestyle solutions
- Relaxation, sleep aids, & sexual health
- Feminine care & sexual health
- Juvenile & senior-focused
- Safety & accessibility solutions
- Cleaning & maintenance

### Marketing Services

## Value Creation Expertise

- Brand development
- Retail entry and distribution expansion
- Organizational design, recruiting, succession planning and leadership development
- Product innovation
- Route-to-market optimization
- Omnichannel sales execution
- Sales and marketing execution, including digital best practices
- Strategy development and performance management
- Supply chain cost savings and lean management

## Investment Opportunities



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## Consumer Team



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### Doug Corbett

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