



The Initial Institutional Capital Partner to Founder and Family Owned Businesses

Chief Capital launched a new strategy in 2023 focusing on the micro-segment (sub \$3.0 million EBITDA) of the lower middle market for family and founder-owned businesses: CHIEF Micro Cap (CMC). Through CMC, we seek to invest in or acquire micro-segment businesses and take an active role in partnering with founders & entrepreneurs to accelerate growth and realize their visions for their companies.



Who We Invest In

<\$3 Million EBITDA	\$5 - \$30 Million REVENUE	10%+ EBITDA MARGIN
----------------------------------	--------------------------------------	------------------------------

1. Family or Founder Owned and Operated
2. Strong Reputation With Customers / Industry / Employees
3. Large & Growing Markets With Strong Tailwinds
4. Loyal and Diverse Customer Base
5. True Differentiation / Barriers to Entry / Competitive Advantage

Sectors of Interest

Primarily focusing on the following sectors but will consider opportunities in other areas:



BUSINESS SERVICES



FOOD & BEVERAGE,
MULTI-UNIT RETAIL



CONSUMER, RETAIL,
& APPAREL



HOSPITALITY,
ENTERTAINMENT



HEALTH & WELLNESS,
BEAUTY, ATHLETICS

Geography

Primarily focusing on U.S. based businesses, with emphasis on the following geographies but will consider opportunities in other areas:

EAST COAST

WEST COAST

TEXAS

Our Approach

CMC is typically the first institutional capital provider to founder and family owned businesses seeking liquidity and/or acceleration of their growth. CHIEF Capital has an established track record (40+ years of experience across over \$1 billion of transactions) of partnering with founder and family owned businesses to realize their potential.

Respect the Existing Culture: CMC believes in maintaining the integrity of each company's unique culture and legacy

Work Collaboratively Together: CMC doesn't pretend to know your business better than you do, we're here to help fuel growth, provide access to financial and human capital resources, and implement a disciplined and intention framework for scaling businesses

Meet Founder Needs: CMC customizes each investment structure to meet the objectives of our entrepreneurs and family partners

Believe In People: CMC believes in a people-first approach and emphasizes forming lasting relationships

Embrace Flexibility: CMC evaluates deals on an individual basis because no two businesses are the same and each founder and company has unique needs

Our Team

With 45+ combined years of experience, the CMC team has worked with entrepreneurs and family-owned businesses across a wide variety of transaction sizes, acquisition structures, and industry sectors. We act as an extension of your team.



Andrew Shein

Director of CMC Strategy & Business Development at Chief Capital

Andrew runs the day-to-day operations of our CMC strategy and Business Development at CHIEF Capital. Prior to joining CHIEF, Andrew received his MBA from the Chicago Booth School of Business, where he was named the Vashee Entrepreneur of the Year. Andrew's experience ranges from management consulting to venture capital to consumer technology startups. Andrew will play an active management role in CMC-acquired companies

ashein@chartwellinvestments.com
917-929-6244



Michael Shein

Founder and Managing Partner Chief Capital

Michael Shein is the founder and managing partner of CHIEF Capital. Mike has over 30 years of experience in all facets of private equity investing and has participated in the purchase or sale of businesses with transaction values exceeding \$4 billion. Mike graduated from the Wharton School at the University of Pennsylvania with a B.S.E., summa cum laude.

shein@chartwellinvestments.com
917-562-5426



Deepak Sethi

Principal Chief Capital

Deepak joined Chartwell in 2015, and has 15 years of investment experience. He is responsible for evaluating, structuring, and executing potential new platform and add-on acquisitions, as well as general portfolio company oversight. Deepak has an MBA from the New York University Stern School of Business, a B.S. from the Fairfield University Dolan School of Business as a dual major in Finance and Marketing

dsethi@chartwellinvestments.com
203-521-0859