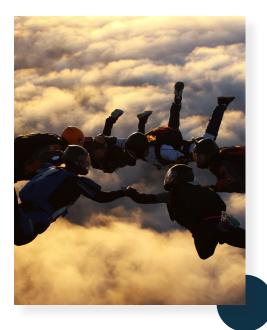


# The Initial Institutional Capital Partner to **Founder and Family Owned Businesses**

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	\$5 - \$30 Million	10%+
EBITDA	REVENUE	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:















FOOD & BEVERAGE, MULTI-UNIT RETAIL

CONSUMER, RETAIL, & APPAREL

HOSPITALITY, ENTERTAINMENT



BEAUTY, ATHLETICS

## Geography

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



#### **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.

