

# Driving Growth In The Middle Market For Over 40 Years

North American multi-strategy and sector-focused private equity firm committed to a hands-on value creation approach

**1981**

Year of Foundation

**\$7B<sup>+1</sup>**

AUM

**70+**

Investment Professionals

**3**

Offices:  
Montreal, New York, Toronto

**Canada & US**

Geography  
(Global for add-ons)

**50+**

Dedicated, In-House Operations & Value Creation Team

**120+**

Total Employees

Control buyouts with  
meaningful founder /  
management equity rollover

**4** Strategies:

 Technologies

 Digital Infrastructure

 Industries

 Financial Services

Targets industry-leading, entrepreneur & founder-owned, Pan-Canadian businesses with strong growth potential, emphasizing U.S. expansion, value creation and operational expertise through a hands-on approach across several sectors

- EBITDA: **\$10M – \$30M**
- Novacap Equity Check: **\$35M – \$100M**
- Enterprise Value: **\$75M – \$400M**



**Jean-François Routhier**  
Managing Partner

## CORE INVESTMENT STRATEGY

### Partnership Approach to Middle Market Buyouts

Focus on majority buyouts of founder / family-owned businesses with opportunity to be first institutional capital alongside meaningful equity rollover

### Positive Secular Trends

Fundamentally strong businesses whose growth is supported by long-term demand drivers

### Dedicated & Deep Sector Expertise

Sector leadership represented by industry veterans with decades of operating experience

























### Operational Value-Add

Emphasis on long-term value creation through strategic industry knowledge and Novacap's dedicated, 50+ person, in-house Operations Team & repeatable playbooks

## DEDICATED SECTOR FOCUS

<b>Jamie Cartwright</b>   Partner	<b>Agriculture</b>	Propagation, Controlled Environment Growing, Primary Processing
<b>Jonathan Valeriati</b>   Principal	<b>Commercial &amp; Industrial Services</b>	TICC, Facilities Management, Machinery & Equipment Repair
<b>Marc Paiement</b>   Senior Partner	<b>Consumer Health Services</b>	Surgery, Dermatology, Audiology, Podiatry, Mental & Behavioral Health, Specialty Pharmacies, Other Specialized Medical Services
<b>Martin Lavallée</b>   Vice President	<b>Food &amp; Beverage – Specialty</b>	Organic, Super Foods, Better-For-You
<b>Domenic Mancini</b>   Senior Partner	<b>Food &amp; Beverage – Pet</b>	Pet Food, Pet Treats, Pet Food Ingredients & VMS
<b>Anastassia Volkova</b>   Partner	<b>Food &amp; Beverage – Health &amp; Wellness</b>	VMS, Active Nutrition, Sport Nutrition
<b>Michel Toutant</b>   Senior Partner	<b>Industrials – Energy</b>	Energy Equipment & Components, Electrification Equipment
<b>Philippe Martin</b>   Partner	<b>Industrials – Manufacturing &amp; Distribution</b>	Industrial & Machinery Equipment, Flow Control, Chemicals & Specialty Materials, Value-Added Distribution
<b>Christian Fabi</b>   Partner	<b>Medical Devices, Equipment &amp; Supplies</b>	DME, Diagnostic & Monitoring Equipment, Surgical & Therapeutic Devices
<b>Francois-Frédéric Tougas</b>   Principal	<b>Packaging</b>	Sustainable & Specialty Packaging, Packaging Distribution
<b>Mathieu Ouellet</b>   Partner	<b>Residential &amp; Commercial Services</b>	HVAC, Plumbing, Electrical, Mechanical

## ACTIVE PORTFOLIO COMPANIES

Company	Investment Year	Location	Sector	Description	Add-On Criteria
 Joseph Ribkoff	2018	 Montreal QC	Apparel	Designer & wholesaler of classic & contemporary apparel for fashion-forward women	Opportunistic
 foliot furniture	2019	 St-Jerome QC	Commercial Furniture	Designer and manufacturer of furnishings for the hospitality, education housing & senior living markets	Designer and manufacturer of furnishings for the hospitality, education housing & alternative housing markets
 PIPP® MOBILE STORAGE SYSTEMS	2012	 Walker MI	Commercial Products	Manufacturer of storage solutions for customers across diversified end markets including retail, commercial offices & indoor cultivation	Opportunistic
 canada diagnostic centres	2021	 Calgary AB	Consumer Health Services	Provider of outpatient medical imaging services	Priority for traditional x-ray & ultrasound providers with a secondary focus on cardiology & specialty imaging
 solutions furniture	2017	 Sherbrooke QC	Consumer Products	North American e-tailer of a family of brands of residential & commercial furniture	Opportunistic
 FORTNINE	2020	 Montreal QC	Consumer Products	E-commerce platform serving power-sports enthusiasts in the motorcycle, dirt bike, ATV/UTV, snow-mobile, mountain bike & marine markets	Other e-commerce platforms in similar product categories (powersports, RV, marine) in the US or Canada
 globe.	2021	 Montreal QC	Consumer Products	Designer, developer, & marketer of innovative consumer lighting & electrical products for major North American retailers	North American asset-light businesses with complimentary product categories, including ceiling fans, home and air comfort, outdoor, landscape, and area lighting, and smart home security, primarily sold through the retail channel
 KINGSDOWN	2017	 Toronto ON	Consumer Products	Manufacturer of mattresses serving a global retail customer base	Opportunistic
 MULTY	2021	 Toronto ON	Consumer Products	North American manufacturer & distributor of eco-friendly home & garden products sold through the DIY, mass & club channels	Manufacturers and/or distributors of complimentary product lines (indoor/outdoor living, flooring, garage storage, garden products) with a focus on sustainable materials; open to opportunities in North America and Europe
 FREEDOM PET SUPPLIES INC.	2023	 Cambridge ON	Food & Beverage – Pet	Value-added distributor of pet supplies offering a broad portfolio of 150+ brands	Other Canadian pet food & accessory distributors, specifically in Western Canada (BC & AB) and Quebec
 Master	2014	 Boucherville QC	Industrials – Manufacturing & Distribution	Largest independent HVAC-R distributor in Canada & a major player in North America	Other pure HVAC-R distributors with a priority for companies based in the Eastern US
 alliance	2023	 Oakville ON	Packaging	Value-added ancillary packaging and warehousing solutions service provider	Canadian or US-based (NE / MW) repacking, co-packing, merchandising, or warehousing companies servicing the F&B, health & beauty &/or pharmaceutical markets



For new investment opportunities,  
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