

WHAT WE INVEST IN

Investing out of an \$850 million fund, Gauge Capital typically commits \$20 million to \$100 million in each platform investment. Gauge targets companies with \$5 million to \$40 million in EBITDA for tech & services businesses or \$7 million+ in ARR for SaaS-businesses.

AWARDS

- Ranked #5 out of 517 PE firms globally in the 2021 HEC-Dow Jones Small-Cap Private Equity Performance Ranking
- Grady Campbell 2021, 2022 and 2023 Top 50 PE Firms in the Middle Market
- Inc's 2020, 2021, 2022, and 2023 Private Equity most founder-friendly firms list

WHY GAUGE?

- The Partners at Gauge are experienced operators with a history of building best-in-class businesses
- Gauge's GP contribution equates to 30% of the total capital invested
- We invest in majority, minority or shared control transactions as well as MBOs, buyouts, recapitalizations, and corporate divestitures

GAUGE 2023 THEMES

Food Supply Chain

- Ingredients
- Private Label & Contract Manufacturing
- Branded Foods

Healthcare

- HCIT & RCM
- Payor Services
- Pharma Services

Technology

- Enterprise Software
- Governance, Risk & Compliance
- Industrial Technology

INDUSTRIES OF FOCUS

Technology and Business Services

- Commercial and Residential Services
- Compliance
- Digital Media, Forums & Events
- Enterprise Risk & Security
- Enterprise Software
- Education & Knowledge Solutions
- Financial Tech & Services
- Human Capital
- Information & Data Services
- Marketing Services
- Real Estate Tech & Services

Healthcare Services and Technology

- Revenue Cycle Management
- Durable Medical Equipment
- Healthcare IT
- Outsourced Services
- Payor Services
- Pharma Services

Food and Consumer

- Beauty Products
- Food Production & Processing
- Functional Ingredients
- Sustainable Packaging
- Branded Durables
- Pet Food, Health, & Services
- Private Label & Contract Manufacturing
- Restaurant Franchisees
- Specialty Distributors

Industrial & Government Services and Transportation & Logistics

- Environmental Services
- Government Tech & Services
- Industrial Tech & Services
- Transportation & Logistics

GAUGE LEADERSHIP & INVESTMENT TEAM

✓ = Area of Focus		Food / Consumer	Healthcare	Business Services / Technology	Industrial / Government / T&L
Drew Johnson	Co-Founder & Managing Partner	✓	✓		
Tom McKelvey	Co-Founder & Managing Partner			✓	
David Friedman	Partner		✓		
James Jackson	Partner	✓			✓
Stan Dennis	Managing Director		✓		
Andrew Peix	Managing Director, Business Development			✓	✓
Sam Banon	Principal	✓			
Reid Barnett	Principal			✓	✓
Garrett Fair	Principal			✓	
Chris Garvin	Principal, Business Development		✓		
Sam Smith	Principal		✓	✓	
Tristan Loiselle	Senior Vice President	✓		✓	✓
Alexander Anderson	Vice President, Business Development			✓	✓
Alex Asbill	Vice President	✓	✓		
Carson Ashbaugh	Vice President			✓	✓
John Carney	Vice President	✓		✓	
Reilly McAllister	Vice President	✓			
Kevin Rafferty	Vice President			✓	✓
Colin Santoro	Vice President	✓	✓		
Brent White	Vice President, Business Development	✓			
Sam Yang	Vice President			✓	

Current Investments

Fund II

 (Technology)	Online Curriculum	May 2017 Southlake, TX eDynamic Learning is the largest independent provider of online career and elective courses serving U.S. middle and high school markets
 (Healthcare)	Ophthalmology	February 2018 Henderson, NV Comprehensive EyeCare Partners provides a full-spectrum of practice management and administrative services to its affiliated ophthalmology physicians and practices Add-On Criteria: Ophthalmology & retina providers in Western USA
 (Food)	Food Supplier / Processor	April 2018 Sylmar, CA American Nuts is a value-added supplier and processor of nuts, seeds, and dried fruit serving customers across the bulk retail, portion control retail, industrial & foodservice markets
 (Business Services)	Market Research / Insights Provider	July 2019 Iselin, NJ SAGO is a leading data collection company offering a broad range of qualitative and quantitative solutions Add-On Criteria: Remote qualitative data collection & quantitative data collection companies
 (Food)	Restaurant Franchisee	December 2019 Irving, TX Chaac Foods is a leading platform of established quick-service and casual dining franchisees backed by a proven management team with over 30 years of experience Add-On Criteria: National brand quick-service & casual dining restaurant franchisees
 (Consumer)	Branded Beauty Products	December 2019 Los Angeles, CA Performance Beauty Group is a leading platform of branded beauty products focused on the eye, selling both direct-to-consumer on its website and wholesale through prestige beauty retailers worldwide Add-On Criteria: Branded beauty products focused on the eye (false lashes, mascara, etc.)
 (Food)	Branded Food / Supplements	October 2020 Salt Lake City, UT Clean Simple Eats is a leading provider / marketer of branded food, supplements, and meal plans, mainly sold through the company's proprietary website and consumer app
 (Healthcare)	Urology	October 2020 Austin, TX Urology America provides a full-spectrum of practice management and administrative services to its affiliated urology physicians and practices Add-On Criteria: Urology providers in the United States
 (Healthcare)	Independent Service Organization	March 2021 Austin, TX EMSAR is a leading independent service organization ("ISO") providing equipment maintenance and repair services to end-users in the healthcare, power, retail, and security industries Add-On Criteria: Provider of equipment maintenance and repair services

Fund III

 (Technology)	Cybersecurity Training	July 2021 Westlake Village, CA NINJIO is a cybersecurity awareness training platform that uses short, Hollywood and anime style micro-learning episodes for engaging content. Add-On Criteria: Provider of cybersecurity training technology
 (Technology)	Emergency Response Communication	August 2021 Atlanta, GA CENTEGIX is the market-leading provider of location-aware emergency communications, provided through an IoT and SaaS platform Add-on Criteria: Provider of emergency response technology
 (Technology)	Social Emotional Learning	January 2022 Sylmar, CA 7 Mindsets is a leading provider of social-emotional learning ("SEL") curriculum and professional development to K-12 schools Add-On Criteria: SEL assessment and curriculum providers
 (Business Services)	Residential Services	March 2022 Lincoln, NE Apple Roofing is a leading provider of roofing repair, replacement, and other related services throughout the U.S. Add-On Criteria: Provider of residential roofing services
 (Technology)	Direct Selling Software	March 2022 Dallas, TX Exigo's Platform as a service supports its direct selling clients with comprehensive point-of-sale commission management, reporting, and customer relationship platform Add-On Criteria: Sales software solutions
 (Government Tech.)	Government Technology	June 2022 Somerset, NJ Spatial Data Logic (SDL) is a leading provider of municipal management software helping streamline operations, increase transparency between departments, and enhance citizen services. Add-On Criteria: Provider of municipal management software
 (Food)	Branded Supplements	June 2022 Jacksonville, FL Vimergy is a marketer of branded vitamins, minerals, and supplements in the liquid and capsule formats, sold primarily through first-party D2C and international wholesale channels
 (Consumer)	Female-Focused Equipment & Apparel Brand	October 2022 Orlando, FL RIP-IT is a rapidly-growing athletic brand committed to designing technical, sport-specific footwear, apparel, and gear specifically to meet the needs of female athletes Add-On Criteria: Female-focused sports brands
 (Business Services)	Performance Marketing	December 2022 New York, NY Exact Customer is a software-enabled, digital performance marketing agency, focused on providing high-value purchase sales leads of high intent consumers to the home services market. Add-On Criteria: Residential services performance marketing/lead-gen
 (Healthcare)	Behavioral Health EHR	March 2023 Oak Brook, IL Streamline Healthcare Solutions is a leading provider of electronic health record ("EHR") software primarily serving behavioral health providers and state and local departments of health. Add-On Criteria: Behavioral & other specialty EHRs, Behavioral health software
 (Industrials)	Automotive Aftermarket	May 2023 Milwaukee, WI Engine & Transmission Exchange is a leading independent aftermarket transmission remanufacturer focusing on non-discretionary automotive repair and replacements
 (Consumer)	Branded Beauty Products	July 2023 Brisbane, Australia Loving Tan is a leading provider of branded luxury sunless tanning products Add-On Criteria: luxury self-tanning products
 (Technology)	Restaurant software	July 2023 Dallas, TX Craftable is a restaurant inventory and labor management software platform Add-On Criteria: Restaurant and hospitality software
 (Healthcare)	Clinical Research Sites	October 2023 Jacksonville, FL East Coast Institute for Research (ECIR) is a multispecialty clinical research trial manager located in the Southeast Add-On Criteria: Site networks and individual sites, any therapeutic area or geography