

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 \$5 million+ in ARR for SaaS-businesses.

AWARDS

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

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 2022 THEMES

Food Safety

- Certification & Traceability
- Lab Testing & Services
- Protective Products

Healthcare

- HCIT & RCM
- Home Care
- Payor Services
- Pharma Services

Technology

- Compliance
- Information Services
- Training & Certification

INDUSTRIES OF FOCUS

Technology and Business Services

- Commercial Services
- Compliance
- Digital Media, Forums & Events
- Enterprise Risk & Security
- Education / Certification / Training
- Financial Tech & Services
- Human Capital
- Information & Data Services
- Marketing Services
- Real Estate Tech & Services

Healthcare Services and Technology

- Alternative Site
- Behavioral
- Durable Medical Equipment
- Healthcare IT
- Home Care
- Outsourced Services
- Payor Services
- Pharma Services
- Physician Practice Management
- Revenue Cycle Management

Food and Consumer

- Beauty Products
- Food Production & Processing
- Food Safety & Certification
- Paper & Packaging
- Pet Food & Health
- 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	Senior Vice President			✓	✓
Tristan Loisele	Senior Vice President	✓		✓	✓
Sam Smith	Senior Vice President		✓	✓	
Alex Asbill	Vice President	✓	✓		
Chris Garvin	Vice President, Business Development		✓		
Kevin Rafferty	Vice President			✓	✓
Colin Santoro	Vice President	✓	✓		
Brent White	Vice President, Business Development	✓			

Current Investments






Fund I

	Government Compliance	December 2016 Milwaukee, WI Circa is a leading provider of regulatory compliance solutions for federal contractors, a provider of diversity recruiting solutions and a network of locally-focused employment websites Add-On Criteria: Providers of technology-enabled compliance solutions
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Fund II

	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 Add-On Criteria: N/a
	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
	Transportation Services	January 2019 Oklahoma City, OK TVC Enterprises is a leading provider of legal representation, roadside assistance, fuel, maintenance, tire and other discounts to commercial truck drivers Add-On Criteria: Provider of services to the independent trucking market
	Market Research / Insights Provider	July 2019 Iselin, NJ Schlesinger Group 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
	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
	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.)
	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 Add-On Criteria: N/a
	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
	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

	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
	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
	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
	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
	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

SELECT REALIZED INVESTMENTS

