

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 and 2022 Top 50 PE Firms in the Middle Market
- Inc's 2020 and 2021 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 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 and Residential Services
- Compliance
- Digital Media, Forums & Events
- Enterprise Risk & Security
- Education & Knowledge Solutions
- 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

 (Technology)	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
 (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 Add-On Criteria: N/a
 (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
 (Consumer)	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 Add-On Criteria: N/A
 (Business Services)	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
 (Business Services)	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

Fund II

 (Consumer)	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.)
 (Consumer)	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
 (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
 (Technology)	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

SELECT REALIZED INVESTMENTS

