

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⁺¹

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 profitable B2B technology
& software businesses with
strong, predictable cash flows and
meaningful growth potential across
resilient niche sectors



Pascal Tremblay

President & CEO,
Managing Partner



David Lewin

Lead Senior
Partner

- EBITDA: **\$15M – \$100M**
- Novacap Equity Check:
\$100M – \$300M
- Enterprise Value: **\$100M – \$1B**

CORE INVESTMENT STRATEGY

B2B Technology Focus

Companies with a technological competitive advantage that creates barriers to entry

Profitable Growth Buyouts

Control buyouts as the lead institutional investor of scalable, cash flow positive businesses with meaningful founder / management alignment of interest

Predictable Revenue

Tech-enabled services or software businesses with recurring and/or re-occurring revenue

Break-Out Potential

Opportunity to be a leading player in a niche and/or focused growing market through both organic growth and strategic or transformational M&A






















Geographic Edge

Established and reputable North American presence with proven Canadian advantage and global reach through M&A

DEDICATED SECTOR FOCUS

Eric Desrosiers Senior Partner	Cybersecurity	Security Services, Cloud / Network / Endpoint Security, Access Management & Data Privacy
	Enterprise Solutions	IT Services, Cloud-based Services, Data / Analytics Services
	Governance, Risk & Compliance	Digital Risk Management, 3rd Party Risk Management, Corporate Compliance
David Armstrong Partner	Vertical Software	Nascent Markets, Independent Software Vendors, Niche ERP
	Payments	Processor, Payment Facilitators, B2B Payments, Independent Sales Organizations
	Education Tech	K-12, Higher Education, Lifelong Learning & Credentialing
	Government Tech	Public Service Delivery, Citizen Engagement, Core Government Systems
David Brassard Partner	Healthcare IT	Life Sciences Software, Payer / Employer Solutions, Provider Solutions
Kristin Smith Partner	Human Capital Management	Payroll & Core HR, Vertical HR Tech, Talent Management
	Industrial Technology	Industrial Software, IoT, Test & Measurement
	Vertical Software	Real Estate Tech, Travel Tech
Samuel Nasso Partner	AdTech	CTV, Performance Based Advertising, Retail Media (e-comm)

ACTIVE PORTFOLIO COMPANIES ²

Company	Investment Year	Location	Sector	Description	Add-On Criteria
 CADENT	2023	 New York NY	AdTech	Provider of converged TV & digital advertising solutions across multiple channels	North American businesses offering more scale, capabilities, data, automation, AI &/or vertical specialization
 STATIC MEDIA	2023	 Fishers IN	AdTech	Owner and operator of digital media brands across high-engagement verticals	Other digital media brands or websites which can benefit from Static's value creation playbook
 COFOMO	2021	 Montreal QC	Enterprise Solutions	Provider of information technology & business consulting services	Small to mid-sized IT Canadian consulting firms specializing in Microsoft, AWS, or ServiceNow, with a primary focus on the Greater Toronto Area (GTA)
 SYNTAX	2021	 Montreal QC	Enterprise Solutions	Managed cloud provider for mission-critical enterprise applications	Sizeable SAP and Oracle professional and managed services businesses with vertical expertise in manufacturing, mining, retail, among other core sectors
 harmony HEALTHCARE IT [®]	2025	 South Bend IN	Healthcare IT	Provider of comprehensive data management for the healthcare industry	Healthcare or adjacent vertical (e.g. life sciences) data archiving, interoperability, and analytics companies across the U.S., Canada, Europe, and Australia
 InVita	2024	 Baltimore MD	Healthcare IT	Provider of workflow software solutions to complex biologic, implant & forensic markets	Software businesses in complementary verticals (blood, transplant & implant)
 lgi healthcare solutions	2020	 Montreal QC	Healthcare IT	Provider of software & technology solutions to healthcare facilities & systems	Will opportunistically consider acute & post-acute software vendors in North America
NITREX	2015	 Montreal QC	Industrial Tech	Global provider of fully integrated heat-treating solutions & services	Opportunistic
 previan	2020	 Quebec City QC	Industrial Tech	Provider of advanced diagnostic technologies supporting global infrastructure	TICC technology & non-destructive testing (NDT) services providers supporting global infrastructure
 nuvei	2024	 Montreal QC	Payments	Global payment processor across multiple channels & verticals	Payment technology companies with omnichannel capabilities focused on servicing ecommerce and enterprise clients, globally
 ACCURATE GROUP	2023	 Cleveland OH	Vertical Software	Residential mortgage technology & services provider delivering property appraisal, title data, analytics & digital closing solutions to banks, credit unions, servicers, non-banks, lenders & capital market firms	Other providers of similar tech-enabled mortgage services that will diversify its technology & regional coverage in the US or Canada

(2) Stratus Networks is an active Technologies portfolio company; however, it is classified as Digital Infrastructure given its sector focus.



For new investment opportunities,
please contact **Heather Madland**, Managing
Director, Business Development
hmadland@novacap.ca

novacap.ca

