

PRINCETON EQUITY GROUP

*\$575M private equity fund focused
exclusively on growth-stage franchisor
& multi-location services companies*

INVESTMENT CRITERIA

- Equity investments up to \$250M+
- EBITDA of \$3M-\$30M+ for platforms
- Control and select minority investments
- Franchisor, multi-location, and network- based business models

SECTORS OF INTEREST

- | | | |
|-------------------------|------------------------|---------------------------------|
| • Business Services | • Consumer Services | • Membership Orgs |
| • Commercial Services | • Personal Services | • Trade Schools |
| • Facility Services | • Pet Services | • Education |
| • Industrial Services | • Home Services | • Youth Enrichment |
| • Financial Services | • Auto Services | • End of Life |
| • Professional Services | • Fitness | • Travel & Leisure |
| • Healthcare Services | • Health & Wellness | • Café/Bakery & QSR |
| • Property Management | • Beauty/Personal Care | • Kiosks / Store-Within-a-Store |

INVESTMENT EXPERIENCE

BARRY'S

Fitness



Fitness



Industrial Services



Health & Wellness



Healthcare Services



Automotive Services



Fitness

**PRINCETON
MEDSPA PARTNERS**

Healthcare Services



Residential Services



Franchise Services



Health & Wellness



Beauty & Personal Care



Healthcare Services

PRIOR TO PRINCETON



Family Entertainment



Residential Services



Beauty



THE WOODHOUSE
day spa®

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