



LYNX STORY & MISSION

Lynx Equity Limited is a private equity firm that operates in the “Small to Medium Enterprise” (SME) space and specializes in the purchase of “old economy” businesses. Our team has years of experience in successfully identifying, acquiring, and managing companies throughout ownership transition and beyond.



KEY FACTS ABOUT LYNX

- + The Company was founded in 2007 by Brad Nathan, Joanna Lipfeld, and Marvin Pludwinski
- + We have over 50 businesses acquired across North America, Europe, and the UK
- + We have over CAD \$450M in consolidated revenue
- + We are recognized as a Top 500 Canadian Company in the Financial Post

MORE ABOUT OUR FOUNDER AND PRESIDENT, BRAD NATHAN



February 1, 2014 – “For Nathan, just to be in good standing with investors and financial institutions at all is a feat in itself, after two disastrous transactions left him with millions in debt and tainted his business reputation. [...] ‘All of a sudden, it becomes harder to raise money and my whole businesses is based on raising capital.’” [Read more here.](#)

FREQUENTLY ASKED QUESTIONS

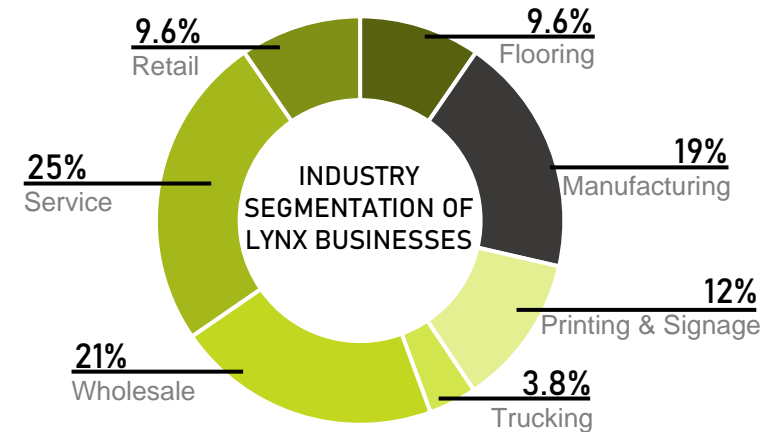
What qualities define a good seller?

Although the bottom line is important, a seller who is focused on how their people will be treated and taken care of post-acquisition is the best kind of seller.

What inspired you to start Lynx?

Traditionally, the SME space hasn't been a big focus in private equity, so I saw that as a chance to provide liquidity for smaller businesses and a good investment opportunity for individuals.

LYNX IN THE NEWS



LYNX GIVING BACK

At Lynx Equity, we value giving back to the community. Below are some of the organizations we proudly support:



SOCIAL MEDIA



1.5K+ FOLLOWERS
@LYNXEQUITYLIMITED



400+ FOLLOWERS
@LYNXEQUITY



780+ FOLLOWERS
@LYNXEQUITY

GET IN TOUCH

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