



LYNX'S 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 \$750M in consolidated revenue
- + We are recognized as a Top 500 Canadian Company in the Financial Post

MORE ABOUT OUR FOUNDER AND PRESIDENT, BRAD NATHAN



July 4, 2022 – “My first deal was a fraud and I’ve never experienced people like that [...] I got my Harvard education during my first deal. Fast forward, we’re at 53 companies with over 60 deals because we’ve integrated some of them into others. If everything goes well by the end of the fiscal year, we’ll be close to \$600M in revenue and \$51M in EBITDA.” *Listen more [here](#).*

FREQUENTLY ASKED QUESTIONS

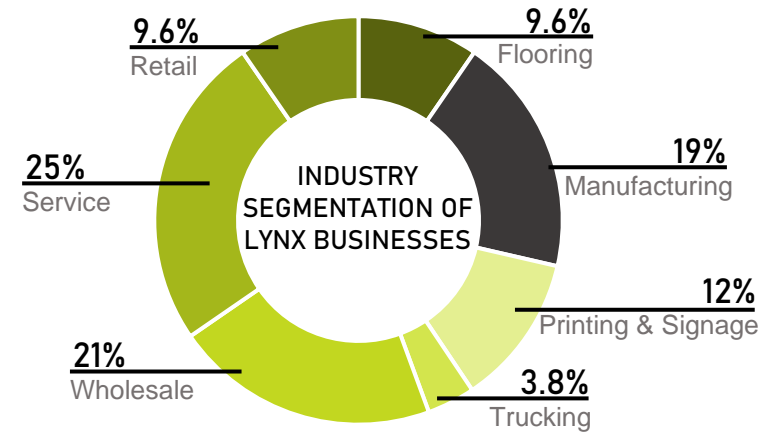
What qualities define a good seller?

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:



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@LYNXEQUITYLIMITED
2,600+ FOLLOWERS
100% ORGANIC ENGAGEMENT
10% AVERAGE ENGAGEMENT RATE