



North Castle
Partners

Our Story

North Castle Partners is the leading small cap consumer private equity firm focused in the Healthy, Active and Sustainable Living sectors.

The Original Since 1997

In 1997, we launched North Castle Partners on the premise that a private equity firm could deliver value to our entrepreneur partners *and* create value for our investors, while staying true to our core values. Conventional wisdom said it couldn't be done, but we proved that it could; not just one time with one entrepreneur, but repeatedly over nearly two decades. We still believe it's the best, most sustainable way to operate.



Full Potential Partnerships

Values-Based | Performance-Driven



[Our Mission]

Value & Values

Our mission is to partner with entrepreneurs to build great companies that advance Healthy, Active and Sustainable Living, while living by our core values and striving to create extraordinary value for these companies, their employees, investors, communities and the North Castle team.

[Our Vision]

Full Potential Partnerships

Our vision is to realize the exponential power of values-based partnerships to help entrepreneurs and their companies consistently achieve their full potential.

Our Cornerstones

Our original 1997 business construct was based on four powerful cornerstones and has stood the test of time.



Value
& Values

Focus and
Experience

Full Potential
Partnerships

Resources
and Capabilities

Value & Values

This simple concept—the unwavering belief that a successful private equity team could create exceptional value while living and operating by a set of core values—has served as the foundation of our business. It’s possible...and we call it the “genius of the ampersand.”

Our Core Values

Our team is grounded in a set of core values that serve to define all aspects of our business.

Integrity	Partnership	Excellence
Development	Respect	Balance

Focus and Experience

Since inception, we've chosen to work exclusively within the Healthy, Active and Sustainable Living markets. We were the original private equity firm to capitalize on these areas of opportunity. Our relentless focus has resulted in unparalleled market expertise, network and knowledge.

Eight Sectors

We invest across a wide range of market segments.

Beauty &
Personal Care

Fitness

Food &
Beverage

Home &
Leisure

Specialty
Nutrition

Sports, Outdoor
Recreation, &
Active Living

Sustainable
Living

Wellness &
Consumer-
Driven Health
Care

Resources and Capabilities

We strive to create equity value by accelerating operating performance and profitable growth. We work collaboratively with entrepreneurs, founders and leadership teams to solve complex business problems by combining their experience and resources with our knowledge, network and real-world experience.



Full Potential Partnerships

Building great companies and creating exceptional results starts with a partnership based on trust, mutual respect, open communication and shared vision/responsibility. This values-based partnership is the necessary precondition to the NCP process of helping entrepreneurs' companies consistently achieve their full potential.



Giving Back

Business can represent a powerful force for change. In addition to creating value for shareholders, business can serve as a catalyst for making the world a better place. North Castle believes in the power of giving back to the communities and markets we serve.



What's In A Logo?



North Castle Partners

The new NCP logo embodies NCP's fundamental operating model of "full potential partnerships" and our drive to partner with founders, entrepreneurs, and management teams to build great brands. The graphic metaphor established by the intertwined circles of the logo represents essential elements of our partnerships: trust, balance, engagement and alignment on purpose/vision/strategy. The two individual circles—one representing NCP and the other representing the

brand and team with whom we are partnering—each contain an array of radiating lines. These lines convey the intricate range of elements—perspectives, resources, insights, experience and market/customer/consumer knowledge—that each of the partners brings to the relationship. When the two circles are intertwined and seamlessly integrated, the resulting partnership yields a level of trust, energy and dynamism that is greater than the sum of the individual components.

Additionally, the one-point optical perspectives of both circles emanate from a central point and radiate outward—representing endless possibility, growth and energy. On a secondary level, the logo portrays a heritage reference to NCP's original "yin and yang" logo while serving as powerful symbolism for NCP's mission of value & values and the exponential power of values-based, performance-driven, full potential partnerships.