



**LYNX**  equi+y  
limited

# MEDIA KIT



# Company Overview

## WHO WE ARE

We buy businesses from owners looking to retire from companies with EBITDA between \$2 and \$7 million.

## OUR MISSION

We establish ourselves as a top private equity leader, known for strategic prowess and a focus on sustainable growth.

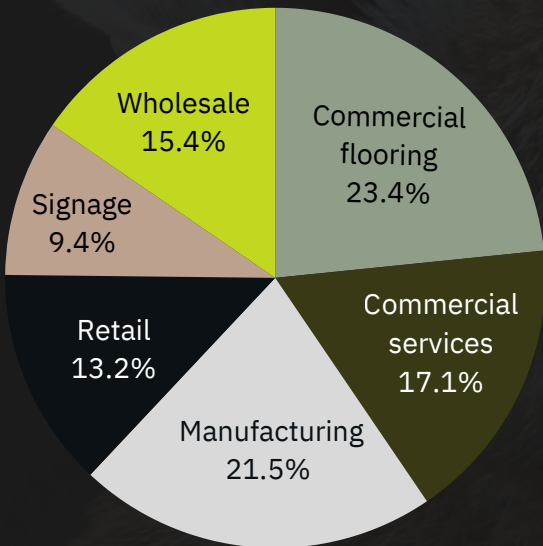
- **Specialized SME Portfolio:** Since 2007, Lynx Equity Limited has specialized in acquiring and managing stable, long-standing companies in the small and medium-sized enterprise space.
- **Distinctive Buy and Hold Strategy:** Committed to supporting and preserving company legacies through our unique long-term approach.
- **Focus on Essential Industries:** Concentrating on essential, no-frills industries such as signage, flooring, and manufacturing.
- **Innovative Investor Model:** Providing individuals with unique access to private sector investing and a monthly interest income format.
- **Global Reach:** Lynx Equity Limited owns and operates over 54 companies across North America and Europe.
- **Proven Track Record:** Specializes in businesses within long-standing sectors with proven performance and consistent cash flows.
- **Core Values:** Committed to building strong relationships built on transparent mutual success.

## Company Overview



@lynxequitylimited  
5.6k Followers

### REVENUE BY INDUSTRY



**54**

54 businesses across 5 countries in North America and Europe

**\$1B**

Over \$1B CAD in Revenue

**FP500**

FP500 Top 500 Canadian Company in the Financial Post

**SME**

Largest PE firm in North America focused exclusively on SMEs

### LYNX IN THE NEWS

See more at [www.lynxequity.com/news](http://www.lynxequity.com/news)



### LYNX GIVING BACK

See more at [www.lynxequity.com/ourstory](http://www.lynxequity.com/ourstory)





# Frequently Asked Questions

## **WHAT MAKES LYNX EQUITY LIMITED DIFFERENT FROM OTHER P.E. FIRMS?**

Lynx stands out due to its commitment to 100% ownership deals, focus on maintaining business legacies, global reach combined with a personalized approach, and its expertise in managing a diverse range of industries for long-term success.

## **WHAT INDUSTRIES DOES LYNX EQUITY LIMITED FOCUS ON?**

Lynx Equity Limited has a diversified industry focus and is adept at navigating various market sectors, bringing cross-industry insights and value-addition strategies to our portfolio companies.

## **ARE INVESTMENTS IN LYNX MADE AT THE PORTFOLIO LEVEL?**

Yes, when you invest with Lynx, rather than investing in the performance of one specific business, you are investing in our entire portfolio of companies, providing diversified exposure to all the businesses we own and operate.

## **HOW CAN I INVEST WITH LYNX EQUITY LIMITED?**

If you are interested in investing with Lynx Equity Limited and you are an accredited investor, please contact [cen@lynxequity.com](mailto:cen@lynxequity.com).

## **CAN I SELL MY BUSINESS TO LYNX?**

If you are interested in selling your business to Lynx, please contact [sell@lynxequity.com](mailto:sell@lynxequity.com).



# Leadership Team



**BRAD NATHAN**  
President |  
MBA, IMBA, CA

Brad leads Lynx Equity with a strategic vision fostered from his extensive background in finance and accounting. He previously practiced at Price Waterhouse and Grant Thornton before his tenure as Vice-President of merchant banking at Rothschild Canada Limited. Brad is committed to expanding Lynx's portfolio through strategic acquisitions and ensuring operational excellence.

LinkedIn Profile: [Brad Nathan](#)



**JOANNA LIPFELD**  
Chief Financial Officer | HBA,  
MBA, CPA, CMA

Joanna oversees all financial operations at Lynx Equity, ensuring robust financial reporting, cash flow management, and effective corporate governance. Her educational background includes an HBA and MBA from the Richard Ivey School of Business, and she is a certified CPA/CMA. Joanna plays a pivotal role in financing strategies and integration processes within the portfolio.

LinkedIn Profile: [Joanna Lipfeld](#)



**MICHELE THOMAS**  
Executive Vice President -  
Human Resources

Michele is responsible for all aspects of Human Resources at Lynx's head office and acts as a resource to the management and staff at the subsidiary companies. She has over 20 years of management experience and obtained her degree in Human Resource Management from Ryerson University.

LinkedIn Profile: [Michele Thomas](#)



**CINDY NATHAN**  
Executive Vice President - Investor  
Relations

Cindy joined the Lynx Management Team in January 2013, overseeing capital raising, investor portfolio management, and communications. She received her JD in 1990 from Osgoode Hall Law School and practiced family law at Torkin, Manes before becoming Director of Alumni Affairs at Osgoode.

LinkedIn Profile: [Cindy Nathan](#)



**JUDITH BENATTAR**  
Executive Vice President - Strategy  
& Business Development

Judith has been involved as an investor and advisor with Lynx Equity Limited since its founding in 2007. She raises capital, assists with corporate strategy, and leads subsidiary turnarounds by providing operational and financial direction. Judith has a BSc from Boston University and an LL.B/J.D. from Osgoode Hall Law School.

LinkedIn Profile: [Judith Benattar](#)

## Leadership Team



**MARVIN PLUDWINSKI**  
Chief Financial Officer - Operations | BA

Marvin manages Lynx's operational finances, including oversight of financial reporting and cash flow management across subsidiaries. He began his career with Ernst & Whinney Chartered Accountants and has over 25 years of experience in the hair care industry, overseeing franchise operations at Topcuts and Melonhead.

LinkedIn Profile: [Marvin Pludwinski](#)



**RICK BULMANN**  
Chief Operating Officer |  
B. Engineering

As COO since April 2023, Rick is responsible for enhancing productivity and EBITDA growth across Lynx's portfolio companies. His background includes over 30 years in operations and engineering management, with previous positions at General Motors and as managing partner at Correct Mold. Rick's practical experience is crucial in steering operational improvements and strategic initiatives.

LinkedIn Profile: [Rick Bulmann](#)



**STEVE TENENBAUM**  
Executive Vice President -  
Finance & Audit

Steve's role at Lynx includes managing external financial reporting, tax compliance, internal audit, and due diligence validation for the Lynx group of companies. He has over 15 years of public accounting experience assisting mid-size private companies.

LinkedIn Profile: [Steve Tenenbaum](#)



**ASHLEY MANIS**  
President - Europe

Ashley joined Lynx in 2012, focused on developing its marketing department. She works closely with all Lynx departments to ensure the overall growth and success of Lynx's European portfolio. Ashley has a B.A. from Concordia University in Urban Studies and a Graduate Diploma in Management from McGill University.

LinkedIn Profile: [Ashley Manis](#)