

## About NRD Capital

NRD Capital (NRD) is redefining private equity by occupying a unique niche among franchise investors. The fund invests with small to medium-sized franchisors, infuses capital, and applies operating expertise in order to grow brands quickly and efficiently. NRD views franchise companies not just as financial investments but also as living entities in which concept founders, managers and franchisees have invested substantial amounts of time and resources. By using more than 75 years of collective operational and financial experience within its ranks, NRD positions high quality brands for accelerated, but responsible growth.

## The Fund

Based in Atlanta, NRD's impressive portfolio includes successful QSR concepts like Fuzzy's Taco Shop and the iconic American brand Frisch's Big Boy. Both were acquired in 2015 through an investor group made up of more than 80 percent multi-unit franchisees. The acquisition was named a finalist for M&A Advisors' Private Equity Deal of the Year.

## Our Management

NRD's leadership team has extensive operational and financial experience with top global brands like Popeyes, Burger King, Famous Dave's, Cosi, Qdoba and Domino's as well as regional brands like Moe's Southwest Grill, Pet Valu, Super Wash and local startups like Urban Grounds and Tutor Force. NRD Capital leads through experience in every area of the franchise business model, from sales, financing, and real estate development to operations, marketing, HR, and technology through to successful exit strategies.

## The NRD Model

Founded in 2014 by Aziz Hashim, one of the world's leading experts on franchising and a highly regarded franchise executive who serves as the current Chairman of the Board for the Executive Committee of the International Franchise Association (IFA), NRD is the first private equity fund both sponsored and managed by a former multi-unit franchisee. The core pillar of NRD's strategy is to invest in brands where franchisee success is the core value. NRD invests in brands that meet the criteria of a proprietary model, known as Own It!®, which is focused on boosting franchisee success by incorporating "The 5 Ps": product, profit, people, processes, and partnership.

NRD's primary equity interest is in all formats of restaurants, wellness and beauty, education, senior services, fitness and healthcare. However, any brand with exceptional products and services and strong unit level economics are always of interest. NRD actively seeks brands that have achieved proof of concept as defined by unit economics, geographic diversity, and franchisee satisfaction. The fund is currently focused on equity investments from \$3MM up to \$25MM.



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For more information, or to submit a brand for equity review, please contact us at 404.865.3356 or visit [www.nrdcapital.com](http://www.nrdcapital.com)