

# Linx Partners Launches LXP, A New Direct Investing Affiliate



Linx Partners is excited to announce the launch of LXP, a new affiliate platform focused on direct, partnership-oriented investments through single-purpose funds, utilizing the proven successful philosophies and capital deployment strategies of its senior partners. Initially conceived in 2021, the partners of LXP independently completed two transactions utilizing this strategy and are actively seeking new opportunities to partner with lower-middle-market businesses.

LXP's three senior partners, Giny Mullins, Jeff Piper, and Babette Henagan, bring an average of 25 years of experience investing in and growing lower middle market companies. LXP will leverage this experience to identify and invest in high-potential platform companies, with the goal of supporting their growth and driving value for all investors.

"We are thrilled to launch LXP and apply our proven playbook," said Babette Henagan. "Our team has a strong track record of success, and we are confident in our ability to identify and support companies that have the potential to generate significant returns for our investors."

"Our mission centers around an unyielding commitment to the growth and success of our partner businesses," said Jeff Piper. "We lead with culture-building, employee empowerment, management and stakeholder alignment, and direct, transparent communication."

Giny Mullins said "LXP allows us to align the interests of all of our constituencies and create true partnerships. We have seen that there is significant demand among Limited Partners for access to direct investing opportunities backed by a seasoned team with a deep track record of success and are excited to deliver these opportunities to investors. We are bringing our professional, seasoned management style to each investment."

LXP believes every transaction and company is unique in its own right. LXP will utilize flexible, curated capital structures to partner with strong customer service-oriented companies with motivated, equity-oriented management teams in the professional services, light manufacturing, and distribution industries. Preferred size characteristics include revenue of \$10 to \$80 million and EBITDA of \$2 to \$8 million.