

We are  
**Snowdon**  
Partners



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**An entrepreneurial  
investment firm**

dedicated to building enduring businesses by  
partnering with outstanding entrepreneurs

**Founded by  
business builders**

who understand what it takes to grow market leaders,  
and are backed by Sweet Park Capital, the family office  
of Aldo Bensadoun, founder of Aldo Group

**To make direct  
investments**

in private companies with a focus on the following:

**GEO** · Canada and United States

**SIZE** · \$3-15 million of EBITDA

**PROFILE** · Growing and profitable

**SITUATION** · Buyout, control or significant minority stake

[Learn more](#) ►

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# Why work with Snowdon

01

## We are operators, owners and investors

In addition to training with leading investment firms, we acquired, operated and built a great company together

02

## We move quickly and with conviction

As independent thinkers with private equity and CEO reflexes, we evaluate opportunities and make decisions with speed and agility

03

## We believe in long-term value creation

Building enduring businesses takes time, and we treat our investments as long-term partnerships, holding investments longer than traditional financial buyers

04

## We are aligned with Aldo Bensadoun's family office

Our access to Sweet Park Capital's significant balance sheet, deep network and operating expertise means we have certainty of closing for M&A transactions

## Our mandate

### The company

- \$3 million to \$15 million of EBITDA
- Growing, profitable and high cash flow conversion
- Low technological disruption risk
- Recurring revenue a plus
- Add-on acquisitions a plus

### The industry

- Sizable and growing industry
- Fragmented competitive space
- Low cyclicality and low regulation

### The situation

- Buyout or control equity investment
- Open to minority stakes in larger transactions

### We like

- Business services
- Software as a service
- Third party logistics
- Security services
- Industrial services
- Value-added distribution
- Specialty manufacturing
- Mission critical applications

### We avoid

- Primary natural resources
- Project-based revenue profile
- Biotechnology or Pharma
- Declining businesses
- Technology risk
- Early-stage investments