

## NEW EQUITY PARTNERSHIP FOR NCA ENTREPRENEUR JIM KELLY

Baar, 18 November 2024 – Novastone Capital Advisors (NCA) is proud to announce the next deal in Canada by Entrepreneur Jim Kelly as part of our Entrepreneurship Through Acquisition (ETA) Program.

### PROVIDING SUSTAINABLE PACKAGING SOLUTIONS WITH AMBITIOUS GOALS

Jim Kelly joined NCA's ETA Program in 2023, bringing over 15 years of experience in Fast Moving Consumer Goods, launching new ventures, and working in the public sector. On November 18th, 2024, Jim successfully finalized an agreement to partner with a Canada-based business that specializes in sustainable packaging solutions for the grocery, retail, and healthcare industries.

"The company is looking ahead to the future and putting plans in place to ensure we carry on being an exceptional partner for our customers. By expanding our team, we are demonstrating our long-term commitment to customer service while broadening our expertise," added Jim. "I'm really excited about joining this amazing team and adding value along the way so we can continue to cement our relationship as a trusted partner for all of our principles."

Jim cited NCA's support as key to staying focused throughout the ETA journey, saying, "NCA offers a unique proposition because of their team approach to helping support and guide mid-career professionals on their ETA journey. In particular, the M&A team at NCA has been spectacular in helping me stay true to my core strengths, in understanding the businesses, and in helping represent all of that appropriately for our shareholders." Jim wishes to acknowledge Jacob Yocum, Taylor Perry, Chris Meier, Adam Lovasz, Stephanie Maas, and Kayla Herrin from NCA for all the hard work that went into preparing and executing this closing.

"We congratulate Jim on finalizing this partnership," said Christian Malek, NCA's CEO. "This deal is an excellent example of how ETA provides continuity for small- to mid-sized companies while also preserving existing business legacy. We look forward to supporting Jim as the company continues to grow under his leadership."

### About Novastone Capital Advisors

Novastone Capital Advisors (NCA), founded in 2019, operates a specialized Entrepreneurship Through Acquisition (ETA) program that facilitates connections between investors and skilled entrepreneurs seeking to identify, acquire, manage, and expand privately held SMEs. The ETA Program is designed to create mutually advantageous outcomes for all involved parties: entrepreneurs gain access to capital and guidance on their journey to business ownership; co-investors access robust investment opportunities with a track record of success; and SME owners secure long-term succession solutions

through qualified, funded entrepreneurs who uphold business legacy and continuity. With a team of over 40 professionals, 50 program participants, and 21 platform companies acquired, NCA stands as the leading program of its kind on a global scale.

For more information about NCA please visit: <https://novastone-ca.com/index.php>