



CONSUMER  
GROWTH  
PARTNERS

# CGP STRATEGIC ADVISORY SERVICES

## EXCLUSIVE FOCUS ON RETAIL AND NON-PERISHABLE BRANDED CONSUMER PRODUCTS

### CONTACT INFORMATION

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### WEB SITE

[www.consumergrowth.com](http://www.consumergrowth.com)

### TARGET CLIENT AUDIENCE

- Profitable retail and non-perishable branded consumer products companies with potential to achieve \$10mm in revenue/\$2.5mm in EBITDA within 3 years
- Owners envision need for growth capital within the next 1-3 years
- Company recognizes need for strategic and/or operational assistance to prepare for outside growth capital or other liquidity event

### DELIVERABLES/COMMUNICATION

- Comprehensive Diagnostic Analysis of key functional areas to establish baseline performance
- Develop Business Strategies and Transaction Options that include setting clear objectives and priorities to maximize business performance and enhance valuation
- Implementation of selected options with continual monitoring of performance vs. objectives
- At the time of a transaction, assist owners in raising outside capital and/or evaluating/selecting investment bankers to do so
- Continue to work with the Company post-transaction, if appropriate
- Communication via regularly scheduled conference calls, face-to-face meetings, and presentations

### CGP EXPERTISE

- Ten years as a private equity firm
- Seven PE portfolio company investments and four exits
- Managing Partner involved in 15+ IPO's/Secondary Offerings as a leading Wall Street Equity Research Analyst

### COMPENSATION/FEE'S

- Annual fee
- Incentive based on increase in EBITDA

### MANAGEMENT TEAM

#### **Richard Baum, Managing Partner**

- 15+ years as top-ranked Wall Street retail/consumer equity research analyst at CSFB, Goldman Sachs, Sanford C. Bernstein & Co.
- Previous experience in merchandising at Bloomingdale's and corporate strategy consulting at The Boston Consulting Group
- Member of the Board of Directors of Vera Bradley, Inc. (NASDAQ: VRA) and Chairman of the Board of Harris Originals of NY, Inc.

#### **Liz Dunn, Operating Partner**

- Founder and CEO of Talmage Advisors, consulting and advisory firm to retail and branded consumer products companies
- 10+ years as a Wall Street equity research analyst covering the specialty retail, department store, branded apparel, footwear and luxury sectors
- Strategy and finance positions at Gap and Liz Claiborne as well as experience in consumer investment banking at Bear Stearns