



CONSUMER
GROWTH
PARTNERS

CGP STRATEGIC ADVISORY SERVICES

**Exclusive Focus on Retail and Non-Perishable
Branded Consumer Products**

**CGP STRATEGIC ADVISORY SERVICES WORKS WITH GROWING CONSUMER/RETAIL COMPANIES TO
IMPROVE PROFITABILITY, SCALABILITY, AND POSITIONING TO ENHANCE TRANSACTION OUTCOMES**

Contact information

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WEB SITE

www.consumergrowth.com

TARGET CLIENT AUDIENCE

- Retail and non-perishable branded consumer products companies with potential to achieve \$10mm in revenue/\$2mm 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 investment of growth capital or other liquidity event

DELIVERABLES

- **Comprehensive Diagnostic Analysis** of key functional areas to establish baseline performance and identify critical issues
- **Develop Business Strategies** and set clear objectives and priorities to maximize business performance
- **Advise on Transaction Options** to enhance and maximize valuation
- **Implement Selected Initiatives** with continual monitoring of performance vs. objectives
- **Assist Owners in Raising Outside Capital** and/or evaluating/selecting investment bankers to do so

CGP EXPERTISE

- **Investing:** Private Equity, Public Equity Research, and Investment Banking Experience
- **Advisory:** Strategic Consulting, Financing Advisory, Restructuring, Board Membership
- **Operating:** Senior Merchandising, Financial and Operations Roles
- **Data and Analytics:** Proprietary tool developed by CGP Operating Partner

COMPENSATION/FEES

- Annual retainer, Incentive based on increase in EBITDA, and/or Equity warrants or options

MANAGEMENT TEAM

Richard Baum, Managing Partner

- Consulting and advisory work with retail and branded consumer products companies
- Private Equity experience as a successful Independent Sponsor
- 15+ years as Wall Street retail/consumer equity research analyst
- Previous experience in merchandising at Bloomingdale's and corporate strategy consulting at The Boston Consulting Group
- Board Member of Vera Bradley, Inc. (NASDAQ: VRA), Factory Connection, and Chairman of the Board of Harris Originals of NY, Inc.

Liz Dunn, Operating Partner

- Consulting and advisory work focused on strategy, finance, and data analytics for retail and branded consumer products companies.
- 10+ years as Wall Street retail/consumer equity research analyst.
- Strategy and finance positions at Gap and Liz Claiborne as well as experience in consumer investment banking at Bear Stearns

Erik Ulin, Operating Partner

- Consulting and advisory work focused on operations, merchandising and marketing
- Senior leadership roles at UBM Fashion and J.Lindeberg USA
- Corporate finance and consulting roles at FTI Consulting and Arthur D. Little