



CONSUMER
GROWTH
PARTNERS

INDEPENDENT PRIVATE EQUITY SPONSOR AND STRATEGIC ADVISOR

EXCLUSIVE FOCUS ON RETAIL AND NON-
PERISHABLE BRANDED CONSUMER PRODUCTS

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WEB SITE

www.consumergrowth.com

CGP UNIQUE ATTRIBUTES

- **Deep sector expertise** with partners having 30+ years of retail/consumer experience in private equity investing, public equity research, and public/private strategy/operating assignments.
- **Significant value added** to investors and company owners/management throughout the entire investment period
- **Extensive network** of investors, lenders, industry executives, and service professionals with whom we work closely to finance transactions and support our portfolio companies.
- **Lower middle market focus** on investments in profitable growth-oriented companies with at least \$2MM EBITDA

CGP CORE CONSTITUENCIES

- **Institutional Investors:** CGP supports its investors and their portfolio companies by providing invaluable industry experience/expertise and strategic/operational guidance over the life of the investment.
- **Intermediaries:** CGP adds significant value with its deep sector expertise to help intermediaries close difficult transactions for companies that may face one or more organizational or operational challenges.
- **Business Owners:** CGP works with family/ founder owned businesses on an advisory basis to maximize growth opportunities and value for a future liquidity event, while carefully preserving the company's culture.

CGP INVESTMENT AND STRATEGIC ADVISORY CRITERIA

INVESTMENT

- **EBITDA >\$2MM**
- **Evaluation criteria**
 - Defensible business model
 - Proven economics
 - Experienced management team
 - EBITDA growth potential
 - Viable exit strategy
- **Capital requirement of at least \$5MM**
- **Control or significant minority participation**

STRATEGIC ADVISORY SERVICES

- **Similar Evaluation Criteria as above**
- **Anticipate raising capital from equity and/or debt providers within 1-3 year timeframe**

CGP MANAGEMENT TEAM

Richard Baum, Managing Partner

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

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.
- Held strategy and finance positions at Gap and Liz Claiborne
- 2+ years in the consumer investment banking group 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 ADL



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PORTFOLIO INVESTMENTS (EXITS SHOWN IN **BOLD/ITALICS**)

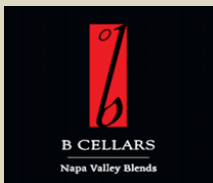
SHOE SENSATION



WILD THINGS



PERUVIAN
CONNECTION



SHOE SENSATION was founded in 1974 and is a leading regional retailer of footwear and accessories. Headquartered outside Louisville, KY, the Company operates stores in small towns across the Midwest and Mid-Atlantic states. Shoe Sensation sells high quality, well-priced brand-name men's, women's, children's and athletic footwear and accessories. (www.shoesensation.com). **In August 2015, CGP and its investors sold the Company to the PE firm JW Childs.**

WILD THINGS GEAR was founded in 1981 in North Conway, NH by world-class Alpine climber Marie Meunier. Now headquartered in Newport, RI, the Company is a leading designer and manufacturer of high-end technical mountain climbing apparel and gear. Wild Things is internationally recognized for its quality gear for outdoor enthusiasts as well as being a proud supplier to the U.S. Armed Forces and many law enforcement groups. (www.wildthingsgear.com). **In February 2018, CGP and its investors sold the Company to the PE firm Asgard Partners.**

PERUVIAN CONNECTION was founded in 1976 by the mother-daughter team of Bidy and Annie Hurlbut and is a leading upscale lifestyle brand selling an original collection of women's apparel and accessories. Based outside Kansas City, MO, the Company sells its collections through its own catalogs, website (www.peruvianconnection.com) and six retail outlets in the U.S., U.K. and Germany. **In May 2014, the Company exercised its redemption option and purchased Consumer Growth Partners' equity interest.**

BASKINS was founded in 1972 by the Baskin family and is a leading regional retail chain of Western, Work and Weekend Wear stores. Headquartered in Houston, TX, Baskins operates stores in small towns across East Texas and Louisiana. Baskins primarily sells name-brand apparel, boots, and accessories to value-oriented working families. **In May 2013, CGP and its investors sold the Company to Boot Barn, a portfolio company of PE firm Freeman Spogli.**

B CELLARS was founded in 2003 and is a boutique winery that produces and markets high quality varietals and blends utilizing grapes sourced from some of the finest producers in Napa Valley. Based in Oakville, CA B Cellars' wines have received numerous accolades since their first release in 2006 and consistently receive 90+ point ratings from Robert Parker and the Wine Enthusiast. The Company sells its wines through its tasting room, distributors and its website at www.bcellars.com.

I.O. METRO was founded in 2005 and is a lifestyle retailer that designs and sells innovatively designed and well-priced priced furniture, home furnishings, wall art and accessories. Headquartered in Lowell, AR, the Company operates stores across the Southern and Midwestern regions of the U.S. and also sells its merchandise through its catalogs and website at www.iometro.com. **In 2016 the Company redeemed Consumer Growth Partners equity interest.**

VIOLIFE was founded in 2004 and is a leading developer, marketer and distributor of fashionable, functional and affordable oral and personal care products and accessories. Based in Yonkers, NY, the Company's products are available in many specialty/department stores as well as on HSN and its own website at www.violife.com. **In October, 2015 the Company redeemed Consumer Growth Partners equity interest.**

HARRIS ORIGINALS (Advisory Client) was founded in 1955 by World War II veteran and Marine, Jerome Harris with a belief that all active duty personal and veterans deserve the right to purchase affordable jewelry and watches on credit terms specifically designed for their needs. The Company is based in Hauppauge, NY and operates stores nationwide, conveniently located in malls close to or on military installations. In addition, Harris sells merchandise on its e-commerce website at www.harrisjewelry.com.