



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

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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 and \$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 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/FEEES

- 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



CONSUMER
GROWTH
PARTNERS

STRATEGIC ADVISORY CLIENTS



FACTORY CONNECTION (www.factory-connection.com) is a leading regional 300-store off-price apparel/accessories and gift retailer, based in Guntersville, AL. Founded in 1976, the company's stores, averaging approximately 4,000 square feet, now cover 17 states and primarily serve consumers in small-town America. CGP's Managing Partner Richard Baum joined the board of the company in 2017 as the lone outside director, following the repurchase of the company from its private equity owners.



HOBO Bags (www.hobobags.com) is an authentic leather handbag and small leather goods brand, known for its distinctive use of vintage leather and color. The company has been run by a husband-wife team since the early 2000's, when they took over the business from the wife's mother who founded the company in 1991. CGP began working with company management in 2015 to assist in the development and implementation of strategies to accelerate growth and improve profitability. In 2019, the company sold a majority interest to two PE firms.

ALTAR'D STATE
stand out. for good.

Altar'd State (www.altardstate.com) is a 115-store on online women's apparel, accessories and gift retailer, based in Maryville, TN. Founded in 2009, the company has been one of the fastest growing mall and lifestyle center-based retailers in the U.S. In addition to its core Altar'd State brand, the company also has developed a plus-size brand *A Beautiful Soul*, and a wedding brand *VOW'D*. CGP formally began to advise Altar'd State in 2015 and continues to work with the company on a variety of strategic initiatives.



Harris Jewelry (www.harrisjewelry.com) is a 20-store fine jewelry retailer that primarily serves active duty military personnel across the principal branches of the U.S. armed forces. The company's stores are both on-base and in malls located near military training and permanent party bases. CGP began working with the company in 2011 on a variety of strategic and operational initiatives. CGP's Managing Partner Richard Baum joined the board in 2012 and was appointed Chairman of the Board in 2014.