



CONSUMER  
GROWTH  
PARTNERS

## PRIVATE EQUITY INDEPENDENT SPONSOR AND STRATEGIC ADVISOR

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)

#### CGP UNIQUE ATTRIBUTES

- **Deep industry expertise** with 40+ 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 capital providers, 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

- **Capital Providers:** CGP partners with institutional equity and debt providers. CGP's value-add derives from our invaluable industry experience/expertise and strategic/operational guidance.
- **Intermediaries:** CGP adds significant value with its deep industry 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 and/or board basis to maximize growth opportunities and value for a future liquidity event, while carefully preserving the company's culture.

#### CGP INVESTMENT CRITERIA

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

#### CGP STRATEGIC ADVISORY SERVICES CRITERIA (SAS)

- For companies that anticipate a liquidity event within 1-3 years but may not be ready, willing and/or able to take in outside equity capital at the present time
- For companies that could benefit from CGPs extensive sector expertise and network of service providers to improve their ability to maximize value of a future transaction
- For companies that want to improve organizational structure, strategic and financial planning, and/or investor positioning

#### CGP MANAGEMENT TEAM

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

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



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## PORTFOLIO INVESTMENTS (REALIZED)



**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](http://www.bcellars.com). **Our retired partner Bill Reisler redeemed CGP's equity interest in the Company in 2017.**



**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](http://www.wildthingsgear.com)). **In 2018, CGP and its investors sold the Company to the PE firm Asgard Partners.**



**I.O. METRO** was founded in 2005 as a lifestyle retailer that designed and sold innovatively designed and well-priced furniture, home furnishings, wall art and accessories. Headquartered in Lowell, AR, the Company operated stores across the Southern and Midwestern regions of the U.S. and also sold its merchandise through its catalogs and website. **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 at many mass merchants, supermarkets, department stores and on Amazon. **In 2015, the Company redeemed Consumer Growth Partners equity interest.**

SHOE SENSATION

**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](http://www.shoesensation.com)). **In 2015, CGP and its investors sold the Company to the PE firm JW Childs.**



**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 2013, CGP and its investors sold the Company to Boot Barn, a portfolio company of PE firm Freeman Spogli.**



**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](http://www.peruvianconnection.com)) and six retail outlets in the U.S., U.K. and Germany. **In 2014, the Company exercised its redemption option and purchased Consumer Growth Partners' equity interest.**



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## STRATEGIC ADVISORY CLIENTS



**FACTORY CONNECTION** ([www.factory-connection.com](http://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 19 states and 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](http://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 worked with company management from 2015-2019 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](http://www.altardstate.com)) is a 125-store omnichannel women's apparel, accessories and gift retailer, based in Maryville, TN. Founded in 2009, the company is one of the fastest growing mall/lifestyle center-based retailers in the U.S. In addition to its core Altar'd State brand, the company also has a plus-size brand *Arula*, 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](http://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.