

**Yellow Wood Partners** is a leading private equity firm focused on investing in consumer brands and companies. Our philosophy is to place a greater focus on operational capabilities and needs in the selection, diligence and management of our investments. We view ourselves as true partners with both our investors and the management teams we invest behind. Our investor base is comprised of a small group of large, sophisticated institutions such as large university endowments, foundations, and institutional investors. We are currently investing from our \$370 million second fund.

## Taking the Road Less Traveled in Private Equity



### Consumer Industry Focus

- Exclusive focus on consumer industry
- Specialize in growing entrepreneurial brands and companies
- Deep understanding of mass, drug, food, specialty, prestige, wholesale club and e-commerce channels



### Operational Expertise

- Dedicated group of senior operating partners available to assist management with functional area specialties: sales, marketing, finance, operations, international
- All senior Yellow Wood professionals have held operating roles in consumer businesses



### Partnership Approach

- Concentrated approach of partnering with only 3-5 platform companies in our portfolio so we can provide the resources and attention to focus on key initiatives and drive growth
- Portfolio companies are not charged transaction fees or ongoing management fees

## Investment Strategy and Criteria

### Strategy:

- Industry specialized rather than transaction size focused
- Buyouts and growth capital investments
- Majority and minority transactions
- Flexible investment structures
- Prefer to partner with strong management teams

### Criteria:

- Target equity investment between \$50-\$150+ million for each portfolio platform
- Stable revenue and cash flow businesses with high margin structure
- Potential to increase equity value through top line growth and margin improvement initiatives
- North American headquartered businesses

### Consumer Areas of Focus:



Beauty & Personal Care



Health & Wellness



Food & Beverage



Juvenile Products



Household



Outdoor & Recreation



Pet Care



Home Goods

# Investment and Operating Experience

Paris Presents

**FREEMAN**  
beauty

Paris Presents and Freeman Beauty are leading specialty beauty companies with a portfolio of brands across the cosmetic implements, skin care, hair care, foot care and specialty bath and body categories



- Yellow Wood acquired Freeman Beauty in August 2017, and merged the business with Paris Presents in September 2018
- Includes Feeling Beautiful, the #1 facial mask brand in the mass market, and is the #1 Company in cosmetic accessories through the sale of Real Techniques and EcoTools cosmetic brushes, sponges, and brush sets
- Portfolio also includes personal care products across a variety of categories including dry shampoo, foot care, and bath accessories.
- Focuses on on-trend, nature inspired, fun, pampering, high-performing products at accessible price points
- Marketed in the food, drug, mass, and specialty beauty retail sectors, in addition to e-commerce channels
- Actively looking for add-on acquisitions in the beauty and personal care sector

**pdc brands**<sup>™</sup>  
beauty & wellness



PDC Brands is a global beauty, personal care, and wellness company marketing high quality products at accessible price points across the bath and body care, multi-cultural hair care, fine fragrance, cosmetic eyelash and nail, and first aid categories

- Yellow Wood partnered with management to acquire PDC Brands in September 2012
- Brands include Dr. Teals, Cantu, Eylure, Body Fantasies, Bod Man, Me! Bath, Calgon, Bodycology, Elegant Touch, Salon Systems
- Completed five accretive add-on acquisitions
- Quadrupled revenues while increasing EBITDA by more than five times
- Yellow Wood completed the sale of PDC Brands to CVC Capital Partners in June 2017 for \$1.425 billion

## Other Representative Experience\*

**MATTRESS FIRM**

**FitnessQuest**



**Esselte**  
**ST. JOSEPH**



\*Includes investments of team members prior to joining Yellow Wood Partners

## Yellow Wood Investment Team

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