

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



Freeman Beauty is a leading specialty beauty company with a portfolio of brands across the skin care, hair care, foot care and specialty bath and body categories

- Yellow Wood partnered with management to acquire Freeman Beauty in August 2017
- Includes Feeling Beautiful, the #1 facial mask brand in the mass market, Beauty Infusion facial masks, Psssst! dry shampoo, Barefoot, and c. Booth
- Based in Los Angeles, CA
- 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 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
- Accelerated organic growth in mass, drug, specialty beauty and dollar stores
- Expanded retail distribution by targeting previously overlooked channels and grew international sales from ~\$20 to \$100 million
- Implemented global sourcing initiative to diversify supplier base, improve quality, and reduce COGS
- Yellow Wood completed the sale of PDC Brands to CVC Capital Partners in June 2017 for \$1.425 billion

Other Representative Experience*



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

Yellow Wood Investment Team

Dana Schmaltz	Partner	617.500.6341	dschmaltz@yellowwoodpartners.com
Tad Yanagi	Partner	617.500.6343	tyanagi@yellowwoodpartners.com
Joseph Atencio	Partner	617.500.6338	jatencio@yellowwoodpartners.com
Kevin McCafferty	Principal	617.500.6333	kmccafferty@yellowwoodpartners.com
Jennifer Roach	Senior Associate	617.500.6344	jroach@yellowwoodpartners.com
Susan Campbell	Associate	617.500.6339	scampbell@yellowwoodpartners.com
Payton McVey	Associate	617.500.6336	pmcvey@yellowwoodpartners.com