

## Our Approach

### Specialized

Dedicated industry vertical teams bring true domain expertise

### Thematic

Target subsectors based on relevant investment themes and trends

### Operational

Hands-on approach to operational value creation

### Founder Friendly

100% of Consumer investments entrepreneur-owned and operated at close

**120+ investments completed and \$2.6B capital raised and managed since inception**

## Investment Criteria

Preference for entrepreneur-owned businesses

**Ownership** Control deals; preference for >50%

**Location** North America

**EBITDA** \$4MM to \$35MM

**Equity Investment** \$40MM to \$225MM

**Financial Profile** Asset-efficient, high growth

## Investment Opportunities



### Lex Leeming

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### Leila Rashtchi

Business Development  
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## Select Consumer Portfolio Companies

**MAGIC SCIENCE CORPORATION**

July 2025

Vertically integrated omnichannel manufacturer and marketer of hypochlorous acid products, including Magic Molecule Skin Spray

**Add-On Criteria:** Science-backed, ingredient-forward antimicrobial and skin health products



July 2022

Omnichannel marketer of clean and effective baby and family personal care products focused on sensitive skin conditions

**OLIVER WINERY**

March 2021

Top 35 US winery focused on approachable, flavor-forward and low-ABV wines

**Add-On Criteria:** Asset-lite wine brands sold in mass retail and/or DTC



April 2019;  
Exited Sep. 2021

Omnichannel manufacturer of premium-quality, ready-to-eat indulgent popcorn with significant e-commerce footprint



June 2016;  
Exited Jul. 2025

Leading cocktail mix brand offering a complete line of premium non-alcoholic mixers and spirit-based ready-to-drink cocktails



May 2012;  
Exited Dec. 2016

Provider of branded and licensed personal care products. #1 children's oral care brand, Firefly, and leading value brand, Dr. Fresh

## Consumer Focus Areas

### Products

- Active lifestyle solutions
- Consumer health products
- Convenient meal solutions
- Enthusiast products
- Functional food & beverage
- Functional personal care
- Home care products
- Skin care and hair care

### Services (incl. Franchises)

- Experiences & enrichment
- Experiential marketing
- Front office services
- Health & wellness
- Home & other personal services
- Omnichannel enablement

## Value Creation Expertise

- Brand development
- Retail entry and distribution expansion
- Organizational design, recruiting, succession planning and leadership development
- Product innovation
- Route-to-market optimization
- Omnichannel sales execution
- Sales and marketing execution, including digital best practices
- Strategy development and performance management
- Supply chain cost savings and lean management

## Consumer Team



### Jamie Kaufman

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### Alan Rogers

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### Doug Corbett

Operating Partner  
President, InBev USA, Procter & Gamble, Pepsico



### Matt Boylan

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