



CONSUMER

ONE OF THE MOST EXPERIENCED MIDDLE MARKET INVESTMENT BANKING TEAMS IN THE COUNTRY.

Welcome to the FOCUS consumer group. Leveraging years of industry specific transaction experience, our bankers can confidently advise on mergers, acquisitions and raising capital for growing businesses across the consumer industry.

FOCUS clients benefit from our extensive industry relationships and inside knowledge of current valuations and deal structures.

CONSUMER TEAM HIGHLIGHTS

- Dynamic industry leaders up to date on new technologies
- Former consumer CEO with experience scaling and exiting a consumer business
- Extensive experience in Amazon FBA, Google Adwords, Social Media, Advertising and Drip Campaigns
- Superb client references
- Strong strategic buyer relationships
- Members of M&A Worldwide; enabling FOCUS to easily execute International transactions

SAMPLE TRANSACTIONS

<p>This announcement appears as a matter of record only.</p> <p>Sholleria</p> <p>has been acquired by</p> <p>Wynn Growth Partners</p> <p>The undersigned initiated this transaction, assisted in the negotiation, and acted as financial advisor to Sholleria.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>golfclubs.com</p> <p>has been acquired by</p> <p>ROCK BOTTOM GOLF</p> <p>A FOCUS Senior Advisor represented Rock Bottom Golf and initiated this transaction while working at a prior firm.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>hyperscale</p> <p>has been acquired by</p> <p>StatBid</p> <p>A FOCUS Senior Advisor represented StatBid and initiated this transaction while working at a prior firm.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>CartLogic</p> <p>has been acquired by</p> <p>GRAY BOX</p> <p>A FOCUS Senior Advisor represented Gray Box and initiated this transaction while working at a prior firm.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>Pxl</p> <p>has been recapitalized by</p> <p>BV</p> <p>The undersigned initiated this transaction, assisted in the negotiation, and acted as financial advisor to Pxl.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>SPORTLINE</p> <p>has been acquired by</p> <p>IC KIAN CAPITAL</p> <p>The undersigned initiated this transaction, assisted in the negotiation, and acted as financial advisor to Sportline.</p> <p>FOCUS</p>
<p>This announcement appears as a matter of record only.</p> <p>BROTHERS</p> <p>has been acquired by</p> <p>Holley</p> <p>The undersigned initiated this transaction, assisted in the negotiation, and acted as financial advisor to Brothers.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>BRP</p> <p>has been acquired by</p> <p>EarthLink</p> <p>A FOCUS Senior Advisor represented EarthLink and initiated this transaction while working at a prior firm.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>VETERINITY</p> <p>has been acquired by</p> <p>FOCUS</p> <p>The undersigned initiated this transaction, assisted in the negotiation, and acted as financial advisor to Veterinity.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>YOUR</p> <p>has been acquired by</p> <p>CartLogic</p> <p>A FOCUS Senior Advisor represented Your Supply Company and initiated this transaction while working at a prior firm.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>SLEEPDIRECT</p> <p>has been acquired by</p> <p>BUYPAP</p> <p>The undersigned initiated this transaction, assisted in the negotiation, and acted as financial advisor to SleepDirect.</p> <p>FOCUS</p>	<p>This announcement appears as a matter of record only.</p> <p>Flippy</p> <p>has been acquired by</p> <p>CartLogic</p> <p>The undersigned initiated this transaction, assisted in the negotiation, and acted as financial advisor to Flippy.</p> <p>FOCUS</p>

TEAM CONTACTS

LEAH WHITE

Team Leader
 Managing Director
 724.448.6180
 leah.white@focusbankers.com

STAN GOWISNOCK

Chief Strategic Advisor
 203.530.3370
 stan.gowisnock@focusbankers.com

GIORGIO ANDONIAN

Managing Director
 213.943.1395
 giorgio.andonian@focusbankers.com

MIKE MCCRAW

Managing Director
 205-915-8282
 mike.mccraw@focusbankers.com

GALEN PYLE

Principal
 503.867.2413
 galen@focusbankers.com

RICK THOMAS

CEO
 rick.thomas@focusbankers.com



www.focusbankers.com

A LEADING MIDDLE-MARKET INVESTMENT BANK WITH DEEP INDUSTRY EXPERTISE NATIONWIDE FOOTPRINT AND GLOBAL REACH

WHO WE ARE

- Middle market investment bank since 1982; serving clients from \$10-\$300M in transaction size
- Nationwide presence with 30+ bankers and 15+ staff and advisors
- Deep industry experience in targeted industry verticals
- M&A Worldwide partner firm, providing FOCUS clients local expertise —globally

WHAT WE DO

Sell Side
FOCUS delivers superior results with a systematic, comprehensive sales advisory process targeting the optimal acquirer for each client's business.

Buy Side
FOCUS helps companies grow via targeted acquisition campaigns that reach a wide variety of companies, including companies not actively for sale.

Capital Raise
FOCUS arranges debt and/or equity financing to help fuel client growth.

WHY FOCUS

- Bankers have a deep C-level industry operating experience, that optimizes our deal execution
- Customized approach that is tailored to meet each client's objectives
- All engagements are run by senior bankers
- Dedicated senior research team with premier research tools and databases, providing superior research capabilities
- Proven track record of success with strong references

Industry Practice Areas

- Advanced Manufacturing
- Automotive Aftermarket
- Business Services
- Consumer
- Food & Beverage
- Government & Defense
- Industrials & Energy
- Healthcare
- Supply Chain
- Technology Services
- Telecom

CONDUCTED OVER

250

TRANSACTIONS FIRMWIDE

OVER

40

YEARS OF MIDDLE MARKET EXPERIENCE