

## FOCUS OVERVIEW

# 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.

## 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

## TEAM CONTACTS

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



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## SAMPLE TRANSACTIONS

<p>Your announcement appears as a member of record only.</p>  <p>has been acquired by</p>  <p>The underwriter retained this transaction, assisted in the negotiation, and acted as financial advisor to Stralleria.</p> 	<p>Your announcement appears as a member of record only.</p>  <p>has been acquired by</p>  <p>The underwriter retained this transaction, assisted in the negotiation, and acted as financial advisor to TSPORTLINE.</p> 	<p>Your announcement appears as a member of record only.</p>  <p>has been acquired by</p>  <p>The underwriter retained this transaction, assisted in the negotiation, and acted as financial advisor to Brothers Mail Order Industries.</p> 	<p>Your announcement appears as a member of record only.</p>  <p>has been recapitalized by</p>  <p>The underwriter retained this transaction, assisted in the negotiation, and acted as financial advisor to PxlMedia.</p> 
<p>Your announcement appears as a member of record only.</p>  <p>has acquired</p>  <p>The underwriter retained this transaction, assisted in the negotiation, and acted as financial advisor to The LABRADOR Group.</p> 	<p>Your announcement appears as a member of record only.</p>  <p>has acquired</p>  <p>The underwriter retained this transaction, assisted in the negotiation, and acted as financial advisor to Veterinity.</p> 	<p>This announcement appears as a member of record only.</p>  <p>has been acquired by</p>  <p>A FOCUS Senior Advisor represented Hyperscale Marketing and introduced the transaction after working a prior firm.</p> 	<p>This announcement appears as a member of record only.</p>  <p>has been acquired by</p>  <p>This transaction was performed by a Senior Advisor prior to joining FOCUS.</p> 
<p>Your announcement appears as a member of record only.</p>  <p>has been acquired by</p>  <p>The underwriter retained this transaction, assisted in the negotiation, and acted as financial advisor to ECHIBATOR LABS.</p> 	<p>Your announcement appears as a member of record only.</p>  <p>has been acquired by</p>  <p>The underwriter retained this transaction, assisted in the negotiation, and acted as financial advisor to EarthLink.</p> 	<p>This announcement appears as a member of record only.</p>  <p>has been acquired by</p>  <p>This transaction was performed by a Senior Advisor prior to joining FOCUS.</p> 	<p>This announcement appears as a member of record only.</p>  <p>has been acquired by</p>  <p>This transaction was performed by a Senior Advisor prior to joining FOCUS.</p> 

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

## ABOUT US

Combining more than 40 years of M&A advisory experience, FOCUS Investment Banking drives results for middle marketing clients across 11 coverage groups. With over 50+ professionals, FOCUS boasts a nationwide footprint and access to foreign markets through 36 global partnerships.

## 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.

**Industry Practice Areas**

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

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CONDUCTED OVER  
**250**  
TRANSACTIONS FIRMWIDE

OVER  
**40**  
YEARS OF MIDDLE MARKET  
EXPERIENCE

## 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