

2x Consumer Products Growth Partners joins with founders and management in building the consumer brands of the future. Our firm was founded by industry veterans and former operators, not financial engineers or consultants. We focus exclusively on emerging consumer brands, not any other industry or stage of business. We leverage our 400+ years of collective experience to provide real operational expertise, valuable contacts and connections, in addition to capital to fuel growth.

GROWTH CHARACTERISTICS:

- Natural/Organic
- Functional/Performance
- Ethnic
- Specialty/Premium

SIZE/REVENUE:

- Generally with revenue between \$2 million and \$25 million
- Growing rapidly
- No pre-revenue businesses

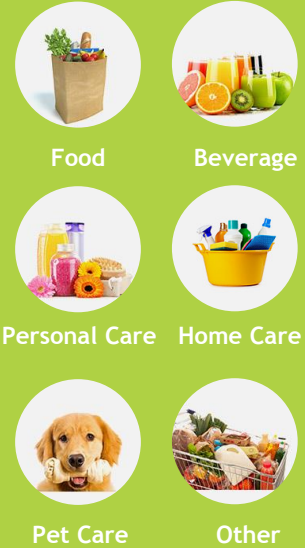
FLEXIBLE STRUCTURE:

- Minority ownership stake as part of a partnership most common
- Majority interest or complete buyout possible

INVESTMENT CRITERIA:

- ✓ Founders or management seeking a partner, not just an investor
- ✓ Powerful consumer positioning and product fulfillment
 - Sustainable point of difference built on trends, not fads
 - Unparalleled product efficacy and/or taste
- ✓ Strong sense of in-market “proven-ness” based on consumer takeaway
- ✓ Exponential growth history and future potential
- ✓ Categories that immediately leverage our expertise
- ✓ Attractive go-to-market approach and financial proposition

OUR FOCUS



Representative Partnerships

The original and largest producer of bean chips, which taste great and are naturally high in protein and fiber



Top selling all-natural dog treat sold in grocery and mass merchandiser channels

The first refrigerated, flax-based non-dairy food and beverage brand full of great tasting plant-based nutrients



Revolutionary high protein, low sugar, plant-based protein bars and nut butters

Natural bath, body, face and haircare products infused with the power of organic, sustainably-harvested seaweed



Color cosmetics brand known for its artistry and Japanese influence, created by celebrity makeup artist, Troy Surratt

World's most eco-friendly diaper with disposable inserts and adorable, washable cloth covers*



Provider of real whole food supplements that are fresh from farm to tablet for consumers since 1973*

Patented, FDA approved tongue cleaner driven by Molio Reverse Marketing Model*



Leader in Indian & Pan-Asian food plus emerging India food service provider*

One of the first producers of human-grade, all-natural pet food and treats. Predates existing Funds*



* Fully or Partially Exited