

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

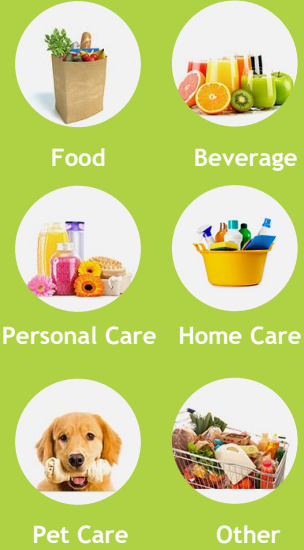
FLEXIBLE STRUCTURE:

- 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



* Fully or Partially Exited