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Consumer Monthly May 2015



Consumer Headline Transactions

Gift & Home Décor 00 Beverage APPLEGATE Recreational Balmex Home, Garden & Pet woodstream

Acquiror/Financier Target

Acquisition Synopsis

chicken and pre-sliced cheese



Hormel

sequential

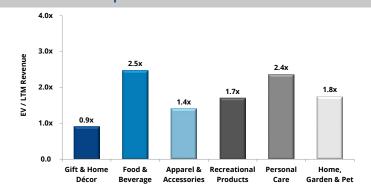
Wilson

- · Mud Pie is a leading designer, marketer, wholesaler and online retailer of branded gifts, décor, accessories and apparel for women and children
- · TM Capital advised Mud Pie in its debt recapitalization and repurchase of shares owned by minority investor, Lineage Capital, providing an attractive return to Lineage while positioning Mud Pie for continued growth
- · Hormel Foods Corporation (NYSE:HRL), a marketer of various meat and food products, agreed to acquire Applegate Farms
- · Applegate Farms LLC provides organic and all-natural meat products such as deli meats, hot dogs, sausages, bacon, breaded
- Sequential Brands Group, Inc. (NasdaqCM:SQBG), a marketer of branded apparel, footwear, eyewear and fashion accessories, acquired a majority stake in The Jessica Simpson Collection
- · The Jessica Simpson Collection provides apparel, fragrance, footwear, fashion accessories, maternity apparel, girls' and baby
- apparel and home collections • Wilson Sporting Goods Co., a designer and manufacturer of sporting equipment, acquired the Louisville Slugger brand for
- \$70.0 million · Louisville Slugger is one of the most recognizable brand names in the baseball bat manufacturing industry and is the official
- bat of Major League Baseball
- · Moberg Pharma AB (OM:MOB), a Swedish pharmaceutical company, acquired the Balmex brand from Chattem, Inc.
- · Balmex is an over-the-counter brand sold primarily in U.S. chain drugstores which is used to treat diaper rash

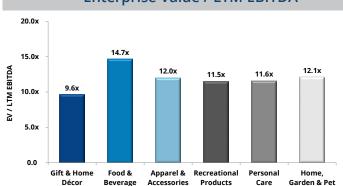


- · Vestar Capital Partners, Inc., a private equity firm, agreed to acquire Woodstream Corporation from Brockway Moran &
- · Woodstream Corporation manufactures and markets lawn and garden, birding, pet, rodent control, hobby farm, and animal control products

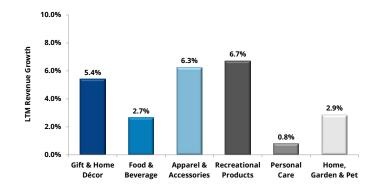
Enterprise Value / LTM Revenue



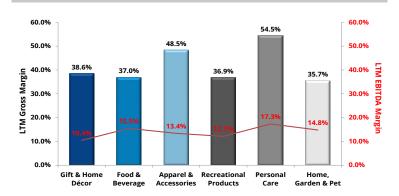
Enterprise Value / LTM EBITDA



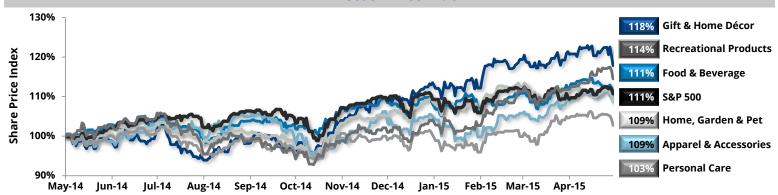
LTM Revenue Growth



LTM Gross & EBITDA Margins



LTM Stock Price Index



Gift & Home Décor			
Target	Acquiror/Financier	Transaction Description	
Interflora France SA	La Financiere Patrimoniale d'Investissement & Montefiore Investment	La Financiere, an investment arm of Lazard & Co., and Montefiore, a French private equity firm, agreed to acquire Interflora, a French provider of online delivery floral transmissions	
Reed & Barton Corporation	Lenox Corporation	Lenox Corporation, a provider of tableware, giftware and collectibles, agreed to acquire the assets of Reed & Barton, a provider of tableware and giftware	

Target	Acquiror/Financier	Transaction Description
Flatout, Inc.	Lancaster Colony Corporation (NasdaqGS:LANC)	Lancaster Colony, a supplier of specialty food products acquired Flatout, a supplier of flatbreads, for \$92.0 million
Paqui, LLC	SkinnyPop Popcorn LLC	SkinnyPop, a producer of popcorn, acquired Paqui, a producer of gourmet tortillas and tortilla chips

Apparel & Accessories		
Target	Acquiror/Financier	Transaction Description
Jones New York Brand	Authentic Brands Group LLC	Authentic Brands, a marketer of a portfolio of consumer brands, acquired the intellectual property of the Jones New York apparel brand
Implus Corporation	Berkshire Partners LLC	Berkshire Partners, a private equity firm, acquired Implus Corporation, a manufacturer of footwear and recreational accessories

Recreation Products		
Target	Acquiror/Financier	Transaction Description
American Recreation Products, Inc.	Exxel Outdoors, Inc.	Exxel Outdoors, a provider of recreational apparel and gear, acquired American Recreation Products, a provider of outdoor equipment and apparel
Obsession Archery, Inc.	Arcus Hunting, LLC	Arcus Hunting, a marketer of bowhunting and archery consumables and accessories, acquired Obsession Archery, an online marketer of archery products

Personal Care		
Target	Acquiror/Financier	Transaction Description
The Real Shaving Company Ltd.	Swallowfield plc (AIM:SWL)	Swallowfield, a UK based provider of personal care and beauty products, agreed to acquire the Real Shaving Company, a UK based marketer of grooming products for men
Derma UK Ltd	Natraceutical SA (CATS:RJF)	Natraceutical, a Spanish developer and manufacturer of pharmaceutical products, acquired Derma, a UK based developer and manufacturer of dermatological products

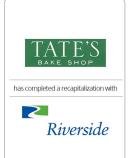
Home, Garden & Pet		
Target	Acquiror/Financier	Transaction Description
Fit & Fresh	CID Capital, Inc.	CID Capital, a private equity firm, acquired Fit & Fresh, a provider of cold food storage containers
Celtic Paper, LLC	NPS Corp	NPS Corp, a provider of household products, acquired Celtic Paper, a provider of paper napkins, towels, bath tissue, deli paper and pan liners

Selected TM Capital Consumer Experience

TM Capital's Consumer Industry Contacts









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