

**Castanea Partners** is a private equity firm with broad operating and investment experience in the branded consumer products and services sectors. The firm focuses on highly differentiated brands that serve a passionate customer base. Castanea partners with founders and management teams to pursue various strategies for creating long-term value and growth. The firm is currently investing from its \$600 million fourth fund and principally invests in the following sectors:

BEAUTY AND PERSONAL CARE	FOOD AND BEVERAGE	HEALTH AND WELLNESS
APPAREL, FOOTWEAR, AND ACCESSORIES	HOUSEHOLD PRODUCTS	SPORTING GOODS, OUTDOOR, AND LEISURE
PET PRODUCTS	CATALOG, ECOMMERCE, AND DIRECT-TO-CONSUMER	SPECIALTY RETAIL

## INVESTMENT CRITERIA

### Key Company Attributes:

- Potential for multiple channels of distribution
- Passionate customers
- Opportunity to create value through operational improvements
- Excellent management
- Revenues between \$25M-\$150M

### Transaction Types:

- \$15M-\$150M equity investment across the following transaction types:
  - Founder Transition/Partnerships
  - Leveraged Buyouts
  - Growth Equity Investments
  - Minority or Majority Investment

## FUNCTIONAL CAPABILITIES

- Full-Time Operating Partners are available to provide assistance in the following functional areas:

BUSINESS PROCESS OPTIMIZATION  
AND FINANCIAL MANAGEMENT

DIGITAL MARKETING AND ECOMMERCE

HUMAN CAPITAL AND  
ORGANIZATIONAL DEVELOPMENT

BEAUTY AND PERSONAL CARE



**First Aid Beauty** is an innovative and differentiated skincare products company that addresses everyday beauty and skincare concerns.



**Drybar** is a leading blow-dry bar retailer concept offering its customers blowouts exclusively combined with a unique experience outside of the traditional hair salon.



**Urban Decay** is a leading color cosmetics brand with a focus on imaginative products and vibrant colors, marketing its products primarily through domestic and international specialty retailers, better department stores, and the internet.



**Laura Mercier** creates branded high-quality and natural-looking makeup products for all skin tones and types.

APPAREL, FOOTWEAR, ACCESSORIES



**Donald J Pliner** is a premier designer and marketer of women's and men's luxury footwear and sells its products through over 400 specialty and upscale department stores, company-owned retail stores, and online.



**Ippolita** is a leading designer and marketer of luxury fashion jewelry and accessories under the Ippolita brand.



**Betsey Johnson** is a designer, marketer, retailer, and wholesaler of women's contemporary apparel, accessories, and related products.



**Proenza Schouler** is an award-winning designer and retailer of luxury women's wear and accessories.

FOOD & BEVERAGES



**Essentia** is a leading provider of enhanced, alkaline water. The company uses a proprietary process that results in an electrolyte-enhanced water with an alkaline 9.5pH. Essentia hydrates, restores, and balances to promote optimal health.



**Fuze** manufactures and markets vitamin infused juice drinks and teas targeting health conscious consumers.

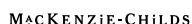


**Jeni's Splendid Ice Creams** is a wholesaler and retailer of artisanal ice cream.

HOUSEHOLD AND JUVENILE PRODUCTS



**4moms** develops and markets branded juvenile products that incorporate robotics in their designs.



**MacKenzie-Childs** is designer and marketer of luxury home furnishings and personal accessories.



**Thymes** is a designer and marketer of unique and branded fragrances across the bath & body and home fragrance categories.

CATALOG, ECOMMERCE, DIRECT-TO-CONSUMER



**Hanna Andersson** designs, sources and markets children's apparel and accessories through its catalog, web site and retail stores.



**Neiman Marcus Direct** is a direct marketing division which operates catalogue and online operations under the Horchow, Neiman Marcus and Bergdorf Goodman names.

HEALTH AND WELLNESS



**Vitamin Research Products** develops, manufactures, markets and sells premium and science-based nutritional supplements to customers and practitioners via direct mail and the Internet.

SPORTING GOODS, OUTDOOR, LEISURE



**TRX** reinvented functional exercise with the introduction of its TRX Suspension Training equipment and related content. TRX markets its products to consumers, commercial gyms, and the military domestically and internationally.