

Taking the Road Less Traveled in Private Equity

Yellow Wood Partners invests exclusively in the consumer industry.

MORE THAN

11 YEARS

SUCCESSFULLY OPERATING AND INVESTING IN THE CONSUMER INDUSTRY

34 BRANDS

COLLECTIVELY ACQUIRED AND SOLD IN THE LAST DECADE+

COMPLETED

13 ACQUISITIONS

TO PORTFOLIO INVESTMENTS ACROSS 5 PLATFORMS

WHAT SETS US APART



We are a complete partner with operational insight and sector expertise. Our investment strategy includes a concentrated approach of partnering with no more than 3-5 portfolio companies per fund, allowing our team to devote the necessary attention and resources to management teams and brands, to identify and execute growth initiatives throughout the lifetime of the investment.



INVESTMENT FOCUS*

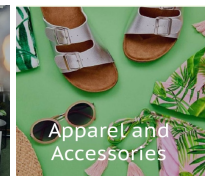
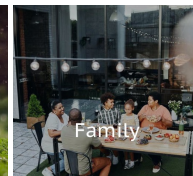
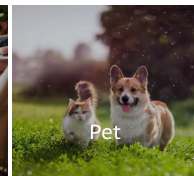
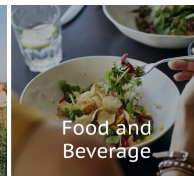
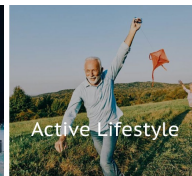
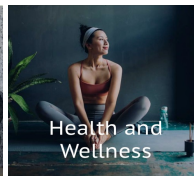
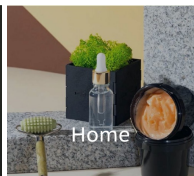
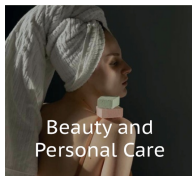


- EBITDA \$15-\$100 million
- Equity Investment: \$35-\$200 million+
- North American focus
- Consumer packaged goods
- Corporate carve-outs
- Family-owned businesses
- Buy-and-build

CONSUMER OPERATING DNA[®]

The Yellow Wood Partners Consumer Operating DNA strategy combines extensive, deep industry research and analysis pre-investment through exit and investment and operating expertise. The Yellow Wood team employs proprietary data analysis strategies that leverage their consumer experience to find the right brand partners for our firm.

Meet our Team and Operating Partners: yellowwoodpartners.com/team



* Note: Investment size for illustrative purposes only and subject to change. These categories are the opinion of Yellow Wood.

YELLOW WOOD EXECUTIVE ENDORSEMENTS**

Craig Shaw

CEO of Scholl's Wellness



"Yellow Wood has been an invaluable partner during the stand-up process of Scholl's Wellness Company as we set up & carved ourselves out of a large strategic entity. Their level of advice, guidance, availability & passion behind our business, with a proven playbook in how to succeed, has helped ensure we have delivered a successful first stage of our business development."

James Stammer

CEO of PPI Beauty



"After many years of successful partnership with Yellow Wood as CEO of PDC Brands, I have the privilege of leading my second Yellow Wood portfolio company, PPI Beauty. Yellow Wood are excellent partners for our company due to their hands-on operational expertise which the management team and I leverage to grow the business."

Marc Elrick

CEO of Future Beauty Labs

FUTURE BEAUTY LABS.

"The dynamic, strategic partnership with Yellow Wood, supported by their wealth of experience in the industry, has allowed us to effectively scale our business and become one of the fastest growing clean beauty incubators in the industry."

**References made to endorsements by any third-party provider to invest with Yellow Wood Partners are not indicative of future performance and does not imply any guaranteed level of service, skill or training. Investors should not rely on endorsements for any purpose and should conduct their own review prior to investing. This individual is not a "promoter" but is otherwise considered a third-party provider who is not compensated for this quote.

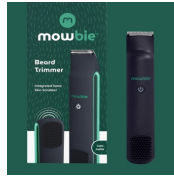
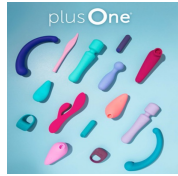
Disclaimer: This does not constitute an offer to sell or a solicitation to buy any security of the funds managed by Yellow Wood Partners, in any state or jurisdiction. An offering may only be made by means of a final offering memorandum in those jurisdictions where permitted by law and only to investors meeting eligibility requirements. The past performance of the investment team should not be construed as an indicator of future performance.

CURRENT AND PAST PORTFOLIO BRANDS



Beacon Wellness Brands (formerly Clío®) designs, develops, manufactures, and markets personal care, beauty care, and sexual wellness devices and accessories.

HQ: Newton, MA



Manufacturer of footwear and orthopedic foot care products intended to help people be more active and move comfortably.

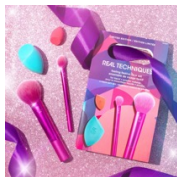
HQ: Parsippany, NY



PPI Beauty is a company that creates and distributes strong brands of makeup tools and body care accessories in over 60 countries.

HQ: Libertyville, IL

FUTURE BEAUTY LABS.



ADDITIONAL BRAND EXPERIENCE



* Includes companies that Yellow Wood ("YW") investment professionals have been involved with in various capacities prior to joining Yellow Wood. References to a particular investment should not be considered a recommendation of any investment, or an indication that any investment was successful. In addition, references to any particular entity should not be considered a recommendation. There can be no assurance that YW will be able to make similar investments in the future. Some of these brands have been acquired by YW's portfolio companies.