One International Place, Ste 3420 | Boston, MA 02110
yellowwoodpartners.com

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

60 BRANDS

COLLECTIVELY ACQUIRED AND SOLD IN THE LAST DECADE+

COMPLETED

17 ACQUISITIONS

TO PORTFOLIO INVESTMENTS ACROSS 7 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*

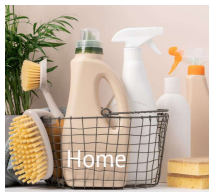
- EBITDA $15-$200 million
- Equity Investment: $50-$350 million
- North American focus
- Consumer packaged goods
- Corporate carve-outs
- Family-owned businesses
- Buy-and-build

CONSUMER OPERATING DNA®

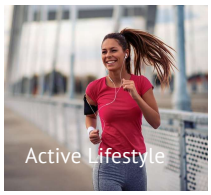
The Yellow Wood Partners Consumer Operating DNA® strategy combines extensive, deep industry research and analysis pre-investment through exit and investment and operating expertise. The Yellow Wood team employs proprietary data analysis strategies that leverage their consumer experience to find the right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

Dan Alter
CEO of e. evermark

"Yellow Wood has been a fantastic partner for me and the Suave business. They bring strong operational experience and leverage a proven carve out model to quickly generate value for new acquisitions. Their growth orientation is evident across all aspects of the business and I look forward to seeing the new heights we will achieve together with the Suave brand.."

Maria Warrington
CEO of BEACON WELLNESS BRANDS™

"Yellow Wood Partners brings an invaluable blend of strategic foresight and a data driven perspective to Beacon Wellness Brands, enriching our company with innovative approaches, market insights, and actionable strategies to drive growth in the unique and complex category of sexual wellness."

Marc Elrick
CEO of BYOMA

"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."

Meghan Davis
CEO of Scholl's WELLNESS CO.

"I am very excited to lead the now global Dr Scholls brand into its next phase of growth with the partnership and expertise of Yellow Wood Partners. They bring an invaluable perspective and level of diverse experience in the CPG space that helps us unlock and unleash our brand in an insight-led, execution-powered manner."

***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 PORTFOLIO BRANDS*

Evermark is a global platform comprised of iconic brands in haircare, lip care, skin care & cleansing, fragrance & deodorant, and cotton swab categories.

HQ: Hackensack, NJJ and London, UK


















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

HQ: Newton, MA





Scholl's Wellness Company is a manufacturer of footwear and orthopedic foot care products intended to help people be more active and move comfortably.

HQ: Parsippany, NJ and Bracknell, GB








Future Beauty Brands is a company that creates and distributes strong brands of skin care, self-tanners, makeup tools and body care accessories in over 60 countries.

HQ: Illinois and New York









Disclaimer: Certain brands have been excluded due to size. Represents current and past brands in the Yellow Wood portfolio that achieved $10 million or more in sales per annum over the last year of Yellow Wood ownership.