

# Criteria

## TARGET INVESTMENT SIZE (EQUITY)

\$50 million → \$200 million

LNK can secure co-investors for amounts above \$200 million

## HIGHLY FLEXIBLE IN TYPE AND STRUCTURE



## INDUSTRY SEGMENTS

LNK Partners focuses on all types of consumer and retail companies, including the following subsectors:

### Consumer Products and Services

*Including but not limited to:*

- Apparel and Footwear
- Beauty and Personal Care
- Food and Beverage
- Health and Wellness
- Household Products
- Pet
- Recreation and Leisure
- Restaurants

### Retail

*Including but not limited to:*

- Automotive
- Convenience Stores, Drug Stores, and Grocery
- Direct Marketing
- Discount and Extreme Value Stores
- Health and Fitness
- Home Furnishings

## DESIRED CHARACTERISTICS

- EBITDA \$15 million to \$100+ million
- Differentiated and sustainable consumer value proposition
- Proven economics
- Successful businesses, no turnarounds

## MANAGEMENT

- Proven management
- Seeking best partner
- Highly committed to future growth
- Interested in conservative capitalization
- LNK will selectively consider opportunities that require management transition