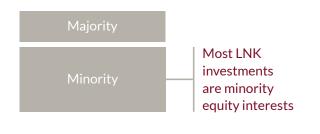


Criteria



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

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