

Consumer Products and Services Deals for July 2023
PE Industry Update

| Company Name | Description | Deal Synopsis |
|-----------------------------------|---|---|
| Adept Managed Continuity | Provider of comprehensive managed continuity services intended to automate and simplify planning processes. The company focuses on managed services providers (MSP) and IT solution providers (ITSP) with a product range including lifecycle manager and insights, backup rader and control map that removes bottlenecks from MSPs' testing of clients' recovery plans, thereby ensuring the resiliency of their business clients. | The company was acquired by ScalePad, via its financial sponsors Integrity Growth Partners and CFT Capital Partners, through an LBO on July 13, 2023 for an undisclosed amount. This acquisition strengthen the portfolio data protection, business continuity and disaster recovery management offering. |
| Aire Solutions | Provider of heating and AC services intended for homeowners. The company offers heating, ventilation, crawl space, air quality, and energy services, enabling its clients with a comfortable space. | The company was acquired by Leap Service Partners, via its financial sponsor Concentric Equity Partners, through an LBO on July 11, 2023 for an undisclosed amount. |
| Amara Med Spa (Ponte Vedra Beach) | Operator of Medical Spa based in Ponte Vedra Beach, Florida. The company offers cosmetic injectables, skin resurfacing, PDO Threads, skin lounge and body contouring services through a team of experienced professionals, thereby providing non-surgical treatments with proven results. | The company was acquired by Birch, via its financial sponsor Imperial Capital Group, through an LBO on July 14, 2023 for an undisclosed amount. |
| Anchor Plumbing Services | Provider of plumbing services intended for both residential and commercial sectors. The company specializes in the repair, installation, or maintenance works as well as offers drain cleaning, garbage disposal, sewer lines and water treatment, enabling its clients to avail of efficient plumbing services. | The company was acquired by Peltram Plumbing, via its financial sponsors L Capital, Stellex Capital Management and Stellus Capital Investment Corporation BDC, through an LBO on July 5, 2023 for an undisclosed amount. |
| Applied Golf | Operator of private and semi-private golf and country clubs across the United States. The company provides customized services for public and municipal courses concentrating on local business in Central New Jersey as well as offers guidance and direction to golf course owners and operators. | The company was acquired by Troon Golf, via its financial sponsors Leonard Green & Partners, AustralianSuper, Symphony Ventures, TPG and Raptor Group, through an LBO on July 6,2023 for an undisclosed amount. The acquisition infuses additional support, expertise and resources to benefit current and prospective clients, while growing the company's portfolio of managed facilities in the Northeast. |

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| Autobahn Collision Center | Provider of vehicle repair services intended to restore vehicles to pre-accident condition after a loss. The company's facilities offer in-house repair including body, paint and mechanical repairs as well as serve as a direct repair facility for numerous insurance carriers, thereby serving clients across the Southern California market. | The company was acquired by Crash Champions, via its financial sponsors Clearlake Capital Group and PennantPark Floating Rate Capital BDC, through an LBO on July 28, 2023 for an undisclosed amount. |
| Blu Atlas | Manufacturer of men's personal care products headquartered in New York, New York. The company offers face moisturizers, cleansers, shaving kits, beard oil, exfoliating scrubs, eye sticks, deodorants, shampoos, hair moisturizers, fragrances and more. | The company was acquired by Foundry Brands, via its financial sponsors LightBay Capital and Monogram Capital Partners, through an LBO on July 12, 2023 for an undisclosed amount. |
| BP Productions | Operator of a full-service event production company that offers services to businesses of all sizes. The company offers a wide range of services, including event production, equipment rentals, equipment repair, and concept and design. | The company was acquired by 4Wall Entertainment, via its financial sponsor Odyssey Investment Partners, through an LBO on July 11, 2023 for an undisclosed amount. |
| Brittle-Brittle | Producer of candy and confectionary products intended for peanuts and toffee products. The company offers snacks mix, nut and fruit, almonds, pecan and macadamia, enabling its clients with desired candy products. | The company was acquired by Azalea Capital through an LBO on July 12, 2023 for an undisclosed amount. |
| Comphy | Manufacturer of bedding products intended for individuals, hotels, spas, and other businesses. The company offers a wide variety of sheet sets, pillowcases, duvet covers, and other bedding essentials, thereby enabling customers to have comfortable sleep and easy care. | The company was acquired by Coop Home Goods, via its financial sponsor Topspin Consumer Partners, through an LBO on July 26, 2023 for an undisclosed amount. |

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| CUUP | Designer and manufacturer of apparel designed for women of all sizes. The company's lingerie offers a collection of bras expertly conceived with an uncompromising approach to design, fit, and performance, providing female customers with support, comfort, and proper fitting. | The company was acquired by FullBeauty Brands Operations, via its financial sponsors Altamir, Apax Partners, Oaktree Capital Management, The Goldman Sachs Group and Voya Financial, through an LBO on July 20, 2023 for an undisclosed amount. The acquisition enables FullBeauty Brands Operations to further tap into the growing intimates addressable market, extend its reach among a new demographic of customers and expand its offerings to its existing customers. |
| DeRidder Express | Provider of car wash services located in Louisiana. | The company was acquired by WhiteWater Express, via its financial sponsors Freeman Spogli, Goldman Sachs Private Middle Market Credit II BDC, SkyKnight Capital and Goldman Sachs BDC, through an LBO on July 26, 2023 for an undisclosed amount. |
| DIY Home Center | Distributor of online building products intended to serve professional builders and homeowners. The company offers flashing tape, window insulation foam, house wrap, roof liner, and underlayment, drain house wrap, wood prep, and deck cleaner, thereby enabling clients with aberrant and personalized service as per their project's requirements. | The company was acquired by DecksDirect, via its financial sponsor Harbour Group, through an LBO on July 31, 2023 for an undisclosed amount. The company further expands DecksDirect's product offering in the outdoor building products segment in addition to providing access to new customers through multiple distribution channels. |
| Emler Swim School Fort Wayne | Operator of a swimming training agency located in Fort Wayne, Indiana. The company offers services like swimming lessons and events for adults as well as toddlers, thereby enabling people with training and safety guidance while swimming. | The company, a subsidiary of Nitro Swimming, was acquired by Emler Swim School, via its financial sponsors Morgan Stanley Capital Partners, Investment Management Corporation of Ontario and Sage Venture Partners, through an LBO on July 18, 2023 for an undisclosed amount. |
| Environmental Recycling & Disposal | Provider of waste pickup and recycling services in Northeast Illinois. The company serves different businesses and industries including industrial, manufacturing and warehousing operations, residential apartments and condominiums. | The company was acquired by LRS, via its financial sponsor Macquarie Asset Management, through an LBO on July 26, 2023 for an undisclosed amount. |

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| Fragrance Outlet | Retailer of perfumes and related accessories intended for men and women across the United States. The company offers a variety of fragrances, perfumes, gift sets, beauty and cosmetic products, enabling clients with purchase through stores and online. | The company was acquired by Kingswood Capital Management through an LBO on July 3, 2023, for an undisclosed amount. In support of the transaction, the company received debt financing in the form of a loan from CIBC Bank USA. |
| GoodFood Holdings | Manufacturer of frozen pasta products intended to serve in the United States. The company offers and sells frozen and ready-to-cook products like pasta, gnocchi, ravioli, tortellini and lasagna. | The company was acquired by Seviroli Foods, via its financial sponsors Sandy Hill Investors and Mill Point Capital, through an LBO in July 2023 for an undisclosed amount. |
| Hardwood Market Report | Provider of market analysis and pricing information for the North American hardwood products industry. The information company offers three publications and additional resources for industry professionals. Subscriptions can be ordered by contacting their staff. | The company was acquired by Fastmarkets Group, via its financial sponsor Astorg, through an LBO on July 28, 2023 for an undisclosed amount. The acquisition allows Fastmarkets to accelerate plans to support trade and investment decisions across forest products, including softwood, hardwood, wood products and biomass. |
| Magnolia Wash Holdings | Operator of a chain of car wash centers based in Charlotte, North Carolina. The company offers vacuum, mat and foam washing, detailing and other related services, enabling customers to meet their car wash and maintenance needs. | The company was acquired by Oaktree Capital Management through an LBO on July 25, 2023 for an undisclosed amount. |
| Mama Rosie's | Manufacturer of frozen pasta products intended to serve in the Northeastern United States. The company offers and sells frozen and ready-to-cook products like pasta, gnocchi, ravioli, tortellini and lasagna. | The company was acquired by Seviroli Foods, via its financial sponsors Mill Point Capital and Sandy Hill Investors, through an LBO on July 17, 2023 for an undisclosed amount. |
| MC Elite Lacrosse | Provider of athletic training services intended for women. The company offers training, player development, recruiting and fields and facilities, enabling athletes to develop their athletic skills. | The company was acquired by The St. James Group, via its financial sponsors Eldridge and Cain International, through an LBO on July 12, 2023 for an undisclosed amount. The acquisition expands The St. James Group's investment in and commitment to further elevate their girls' lacrosse program in the DC region. |

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| Mears Connect Driven by Sunshine | Provider of transportation services focused on serving residents and tourist clients. The company offers shared-ride shuttle and taxi services through an online and offline medium, enabling customers to have access to a convenient, safe, fast and hassle-free experience to and from their preferred resort. | The company was acquired by Mears Transportation, via its financial sponsors Trog Hawley Capital, TriArtisan Capital Advisors and Palm Beach Capital, through an LBO on July 13, 2023 for an undisclosed amount. |
| Murry's | Producer of frozen food products based in Greenbelt, Maryland. The company specializes in producing frozen French toast sticks and bites that are sold into the private label retail and food service channels, providing a variety of affordable breakfast and snack products to consumers. | The company was acquired by Entrepreneurial Equity Partners through an LBO on July 14, 2023 for an undisclosed amount. |
| National Turf Service | Provider of lawn care services catering to residential customers. The company offers a wide range of lawn services including core aeration, seeding, fertilization and crabgrass, weed, grub and insect control, thereby enabling access to customized services for individual homeowners' needs at an affordable cost. | The company was acquired by Senske Services, via its financial sponsor GTCR, through an LBO on July 5, 2023 for an undisclosed amount. |
| Red Bird | Producer of sugar candies intended to provide naturally gluten-free products. The company offers sugar puffs and sticks with varied flavors such as peppermint, lemon, clove, sassafras, cream penny, wintergreen and cinnamon which are allergen-free and do not contain corn syrup, thereby enabling customers with natural eatables. | The company was acquired by Sequel Holdings and Embassy Park Advisors through an LBO on July 10, 2023 for an undisclosed amount. |
| SANTS Private Higher Education Institution | Provider of private higher education services intended to offer teacher education programs for foundation phase, intermediate phase, and grade R teaching. The company offers accredited, teacher education programs that are affordable and accessible to students from all backgrounds, thereby contributing to the development of the South African education system. | The company was acquired by Umkhathi Wethu Ventures through an LBO in approximately July 2023 for an undisclosed amount. |

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| Seidel Diesel Group | Operator of an automotive organization intended to offer all mechanical products and parts of diesel cars. The company offers products such as pumps, injectors, testing services, turbocharges, and various other mechanical products. | The company was acquired by M&D Distributors, via its financial sponsor Gridiron Capital, through an LBO on July 14, 2023 for an undisclosed amount. |
| The Rockport Group | Manufacturers of footwear for men and women intended to make style comfortable for the metropolitan professional. The company offers a wide range of products including boots, sneakers, slip-ons, heels, flats and sandals to department stores, surfing-focused retailers, sporting goods stores and through its e-commerce site, thus combining the comfort of athletic shoes with the latest casual and dress styles. | The company was acquired by Authentic Brands Group, via its financial sponsors Lion Capital, Leonard Green & Partners, Jasper Ridge Partners, HPS Investment Partners, GIC, General Atlantic, CVC Capital Partners and BlackRock Private Equity Partners, through an LBO on July 26, 2023 for an undisclosed amount. |
| The San Diego Union-Tribune | Publisher of daily newspapers based in San Diego, California. The company publishes an educational newspaper, which serves approximately 850 schools throughout San Diego County and more than 50 schools in Tijuana, Baja California and Mexico and also publishes a weekly Spanish-language news publication serving the local Hispanic population along with an online source for the local news, entertainment information and classifieds. | The company was acquired by MediaNews Group, via its financial sponsor Alden Global Capital, through an LBO on July 10, 2023 for an undisclosed amount. This acquisition enables MediaNews Group to advance its stewardship in California as the largest provider of news and information across the state as they continue their commitment to ensuring newspapers remain viable well into the future. |
| Tree Preservation Landscaping | Provider of tree services designed to optimize the best health and safety conditions for trees. The company specializes in tree pruning, removal, and preservation, enabling homeowners and businesses to protect their trees and conserve water. | The company was acquired by A Plus Tree, via its financial sponsors Hyperion Capital Partners, through an LBO on July 31, 2023 for an undisclosed amount. |
| United Stations Radio Networks | Operator of a radio network based in New York, United States. The company offers comedy, production, imaging, digital content and podcasts services through a team of experienced professionals, thereby embracing digital technologies and innovative ideas to captivate audiences and advertisers. | The company was acquired by Gemini XIII, via its financial sponsor Brush Creek Partners, through an LBO on July 5, 2023 for an undisclosed amount. |

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| Water Out | Provider of disaster and property restoration services for commercial and residential customers in Northeast Indiana, Southwest Michigan, and Western Ohio. The company's services include water damage restoration, fire damage restoration, mold remediation and cleaning services. | The company was acquired by Midwest Remediation, via its financial sponsor CID Capital, through an LBO on July 31, 2023 for an undisclosed amount. |
| Weibel Family Vineyards & Winery | Operator of a winery based in Lodi, California. The company's products included sparkling, still and carbonated wines. | The company was acquired by Rack & Riddle Custom Wine Services, via its financial sponsor SBJ Capital, through an LBO on July 31, 2023 for an undisclosed amount. |
| Xzilon | Provider of automotive appearance protection services intended for the automotive industry. The company offers painting and coating products such as exterior paint protection, interior protection, glass protection, antimicrobial protection and alloy wheel protection, enabling customers to protect their vehicles. | The company, a subsidiary of Interim HealthCare, was acquired by Reynolds and Reynolds, via its financial sponsor ValueAct Capital Management, through an LBO on July 13, 2023, for an undisclosed amount. The acquisition highlights Reynolds and Reynolds' ability to help dealerships retail to their customers where they want to shop. |
| ZOIA Pharma | Supplier of medical food intended to serve rare disease community. The company specializes in importing, warehouse and inventory management for small and large organizations as well as provides retail and OTC products and a full line of DME supplies. | The company was acquired by Pentec Health, via its financial sponsor WellSpring Capital Management, through an LBO on July 18, 2023 for an undisclosed amount. |