

# Q2 2020 Consumer Quarterly Report

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## General Market Commentary

While anticipated, the effect of the COVID-19 pandemic on the global M&A market in Q2 2020 was still staggering. Down 55% YOY, global value plummeted from \$1.08T (Q2 2019) to \$485B (Q2 2020).<sup>1</sup> For further context, this represents the lowest quarterly value since Q3 of 2009. While some economies are re-opening more successfully than others, the continued acceleration of bankruptcies, still rising unemployment, and the sputtering re-start of the United States in particular, all argue for the continuation of depressed total numbers over the next few months. That said, opportunities abound for strategic buyers and private equity alike, and those with deep pockets are beginning to make sizeable moves. This, coupled with resilient equity investment numbers from the venture capital markets, may well set the table for a bounce in Q4 and into 2021.

To expand on the VC point, global venture dollars for first the half of 2020 stood at \$129bn, down only 7% versus the first half of 2019. Further, Q2 2020 grew 17% sequentially from Q1 2020.<sup>2</sup> Admittedly, some of this is the addition of “needed” capital to pre-existing investments to shore up balance sheets. That said, the appetite for entrepreneurial efforts as we define the “new normal” seems real. To that end, and consistent with what we are seeing, consumer companies that are “on-trend” with new lifestyle choices and realities are poised to do well.

European M&A deal value declined 43% in Q2 2020 to \$182B vs. \$321B in Q2 2019.<sup>3</sup> The number of European deals crashed to the lowest level in 23 years as the continent was forced into lockdown and executives focused on ensuring their companies survival during the fallout from the pandemic. We continue to believe the European Union will have a slower path to recovery as its 50 disparate countries struggle to reintegrate day-to-day trust, travel, and trade. While this may allow for more aggressive players to act opportunistically on deals, an even slower back half of the year will likely prevail in Europe.

Asia was the relative outperformer with total value dropping “only” 14% from \$121B in Q2 2019 to \$104B in Q2 2020.<sup>4</sup> As one would expect, China and Hong Kong continue to be the largest contributors to M&A activity in the region given their earlier, economic re-start. That said, the numbers argue for, at best, a U-shaped recovery going forward in Asia.

The United States & Canada saw the most precipitous fall, as M&A value dropped an eye-popping 85% from \$598B in Q2 2019 to \$94B in Q2 2020.<sup>5</sup> While we are seeing some large “headline” moves by major companies, the middle market closure rate in particular has slowed. Anecdotal evidence, consistent with that we are seeing, is that the runway to close a deal has lengthened due to the increased complexity of completing due diligence without ease of travel and in person meetings. Obviously increased caution on where companies are willing to put capital to work, and at what valuation, is skewing where supply and demand intersect. All that said, these are primarily timing functions which we still believe will alleviate somewhat by Q4.

The Consumer Sector in the U.S. & Canada, although somewhat resilient in Q1 2020, was down significantly on both a sequential and YOY basis for Q2 2020 as is reflected:













- **Consumer Sector:** A total of 114 M&A transactions closed in the U.S. & Canada in Q2 2020 across the Food & Beverage; Retail, Catalog and E- Commerce; and Consumer Discretionary sectors (as defined on page 6). The number of closed M&A transactions in these verticals decreased significantly compared to Q1 2020 and Q2 2019 levels of 171 and 180, respectively. Further, more deals were closed in Q2 2020 (114 deals) than were announced (30 deals), evidencing further slow down into Q3 2020.
- **Food and Beverage:** The number of transactions closed in the U.S. & Canada Food & Beverage sector was down 31% (71) versus Q1 2020 (103) and 25% versus Q2 2019 (94). In the F&B sector, some notable deals were: Just Eat Takeaway.com agreeing to acquire Grubhub, and Uber is reportedly in discussions to acquire Postmates.

- **Retail, Catalog and E-Commerce:** The number of transactions closed in the U.S. & Canada in this sector was down 40% (26) versus Q1 2020 (43) and 53% versus Q2 2019 (55). One notable deal in this sector was Lululemon's acquisition of Mirror (offering At-home fitness classes).
- **Consumer Discretionary:** The number of transactions closed in the U.S. & Canada in consumer discretionary sector was down 32% (17) versus Q1 2020 (25) and 45% versus Q2 2019 (31). We would expect that Consumer Discretionary likely represents the longest tail to recovery, with the exception being those that sell through the DTC channel where the "new normal" is likely to provide ongoing lift.

While the timing of recovery, both for COVID-19 and the economy, remains uncertain, we are cautiously optimistic on both the Venture Capital and M&A markets in Q4 of 2020 and beyond. The arguable oversupply of "cash" within the private equity sector, mixed with the abundance of strategic opportunity, will gel at some point to form equilibrium. The added variable of possible large-scale political changes in the United States sets the stage for what we expect will be a "rush to identify and complete" transactions by year end. While this is not a precursor to economic recovery, which we expect will be slow in coming, it is likely to be an aggressive marketplace for buyers and sellers alike. We at Tully & Holland, as we have for 32 years, remain ready to advise, serve, and advocate on behalf of owners, entrepreneurs, strategic acquirers, and private equity across the consumer spectrum. We look forward to working with you.

Source(s): 1,2,3,4,5: Crunchbase, Merger market Q1 2020 Report., Cap IQ, Tully & Holland Research.

## Notable Q2 2020 Transactions

Target	Acquirer	Acquisition Summary
		<ul style="list-style-type: none"> <li>Just Eat Takeaway, Dutch food delivery company, announced the acquisition of Grubhub, for \$7.3bn.</li> <li>The acquisition will allow Just Eat Takeaway to grow its presence in North American markets and become the world's largest online food delivery company outside China.</li> </ul>
		<ul style="list-style-type: none"> <li>Lululemon, the purveyor of expensive athleisure and activewear, acquired Mirror, a home fitness start-up for \$500 million.</li> <li>The purchase bolsters not only Lululemon's digital business to extend its reach with stay-at-home consumers, but also its ambitions to help customers live a healthy and mindful lifestyle.</li> </ul>
		<ul style="list-style-type: none"> <li>BeaverFit, a leading manufacturer of military outdoor fitness equipment and container gyms acquired Mobile Fitness Equipment (MFE), one of the nation's leading providers of mobile fitness training equipment for consumers. Financial terms were not disclosed.</li> <li>This transaction secures BeaverFit's position as the global leader in outdoor and mobile fitness training equipment for both commercial and consumer audiences.</li> </ul>
		<ul style="list-style-type: none"> <li>L'Oréal entered into an agreement to acquire Thayers Natural Remedies, a US-based natural skincare brand, from Henry Thayer Company, for \$400 million.</li> <li>The acquisition adds to the buyers' portfolio, providing them with a diverse product range and expanded footprint.</li> </ul>
		<ul style="list-style-type: none"> <li>GrubMarket has acquired Boston Organics, an online farm-to-table grocery delivery service in Massachusetts. Financial terms were not disclosed.</li> <li>The acquisition gives GrubMarket its first East Coast presence as they lean into growth amidst never before seen levels of demand for online grocery delivery.</li> </ul>
		<ul style="list-style-type: none"> <li>Canara Biotech Inc, an emerging cannabis company focused on indoor cultivation, processing, and sale of premium dried cannabis, has agreed to acquire Global shopCBD.com Inc. Global shop CBD.com operates an online e-commerce platform focused on tapping into the U.S. Hemp CBD market offering curated selections of top tier products in a fast, secure and reliable transaction.</li> <li>Financial terms were not disclosed.</li> </ul>

**M&A  
Transaction  
Multiples**

**T&H**

**M&A Market Trends**

Revenue  
(\$ Millions)

< \$100  
> \$100

EV/EBITDA  
7.50x  
7.15x

EV/REVENUE  
2.24x  
1.43x

**T&H Consumer M&A Index\***

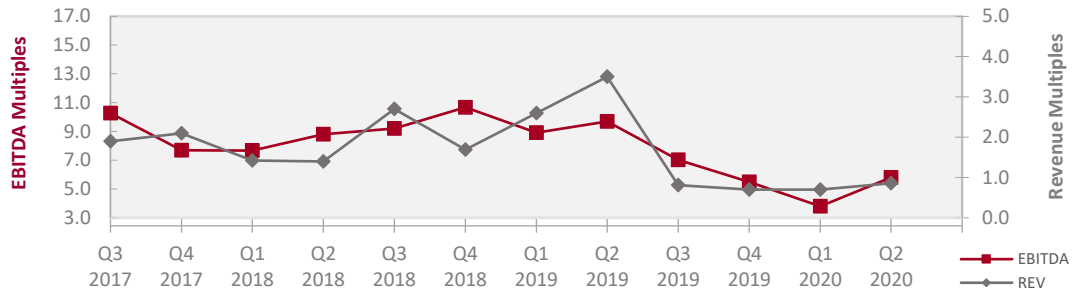
EV/EBITDA  
NA  
12.25x

EV/REVENUE  
NA  
1.43x

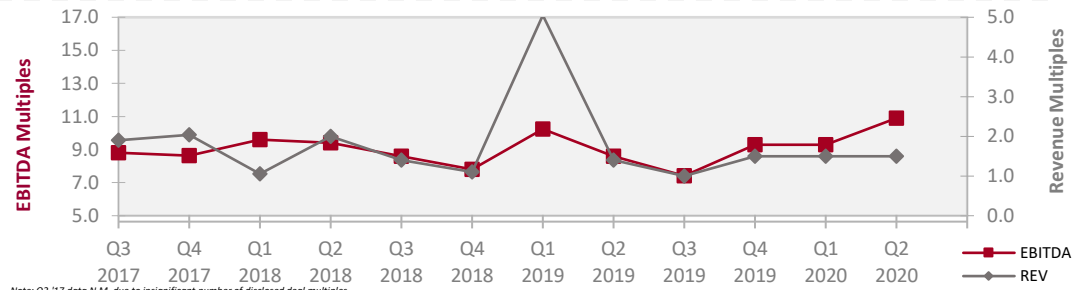
Source: Capital IQ. Data is for Q2 2020. M&A Market Trends Data includes all deals with EBITDA multiples between 3x and 20x. T&H Consumer M&A Index includes Food & Beverage, Retail, Catalogue & E-Commerce, and Consumer Discretionary (as defined on page 6 of this report). \*NA: Limited sample size of deals with disclosed multiples.

**M&A Quarterly Market Trends – Enterprise Value Multiples**

**\$0-\$50mm**

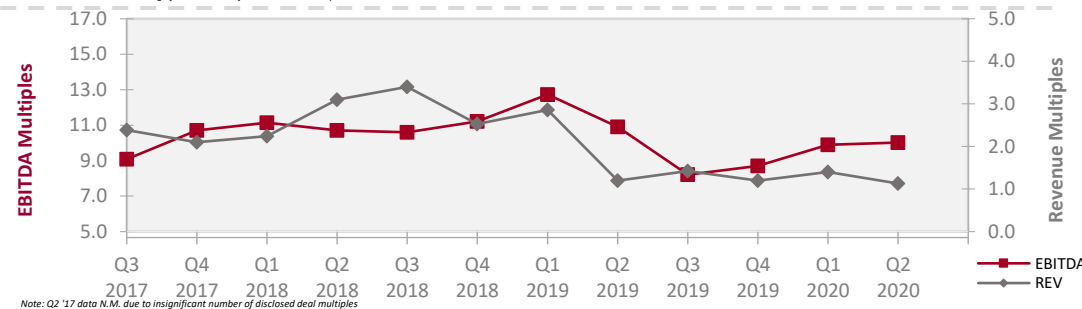


**\$50mm-\$100mm**



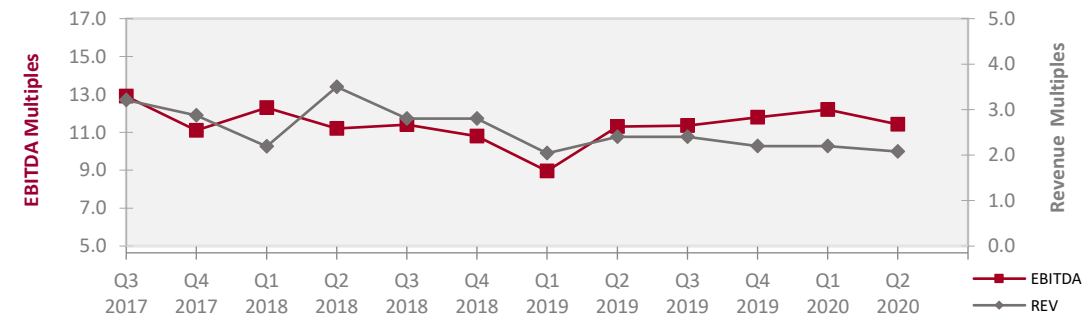
Note: Q2 '17 data N.M. due to insignificant number of disclosed deal multiples

**\$100mm-\$250mm**



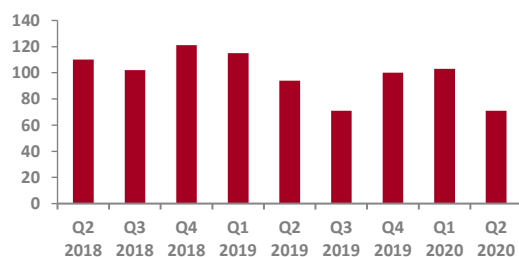
Note: Q2 '17 data N.M. due to insignificant number of disclosed deal multiples

**Greater than \$250mm**



### Food & Beverage Overview – US & Canada

Number of Transactions Closed



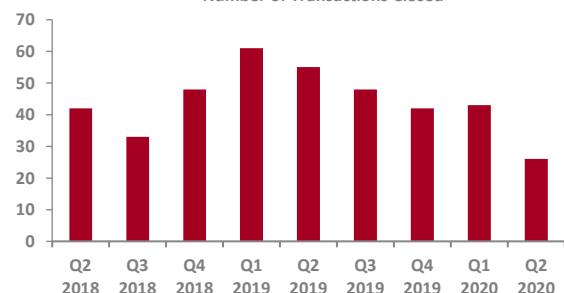
Transaction Value	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
Not Disclosed	85	78	81	88	75	58	82	87	59
< \$10 mm	11	8	10	11	7	6	5	3	6
\$10 - 25 mm	2	4	7	2	2	2	3	2	3
\$25 - 50 mm	3	4	6	4	1	0	2	0	1
\$50 - 100 mm	1	2	6	1	3	2	4	2	1
\$100 - 500 mm	4	5	7	7	2	3	3	6	1
> \$500 mm	4	1	4	2	4	0	1	3	0
<b>Total # Quarterly Transactions</b>	<b>110</b>	<b>102</b>	<b>121</b>	<b>115</b>	<b>94</b>	<b>71</b>	<b>100</b>	<b>103</b>	<b>71</b>
<b>% Change vs. Prior Year Period</b>	<b>-19.1%</b>	<b>-11.3%</b>	<b>-8.3%</b>	<b>12.7%</b>	<b>-14.5%</b>	<b>-30.4%</b>	<b>-17.4%</b>	<b>-10.4%</b>	<b>-24.5%</b>

Source(s): Cap IQ, Tully & Holland Research.

Note: Food and Beverage transactions are comprised of Food Distributors, Food Retail, Beverages, Brewers, Distillers and Vintners, Soft Drinks, Food Products and Packaged Foods and Meats.

### Retail, Catalog & E-Commerce Overview – US & Canada

Number of Transactions Closed



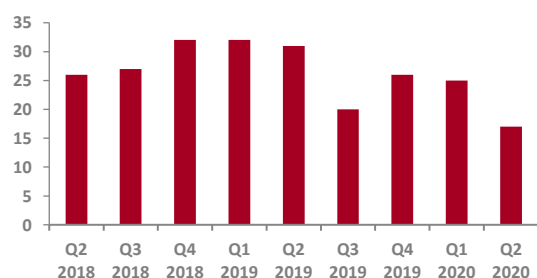
Transaction Value	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
Not Disclosed	35	22	39	47	41	38	38	33	20
< \$10 mm	1	4	2	5	6	4	0	4	3
\$10 - 25 mm	2	1	2	4	4	1	1	1	0
\$25 - 50 mm	1	5	1	1	2	0	0	0	1
\$50 - 100 mm	1	1	1	0	1	1	2	2	0
\$100 - 500 mm	0	0	3	1	1	4	1	1	0
> \$500 mm	2	0	0	3	0	0	0	2	2
<b>Total # Quarterly Transactions</b>	<b>42</b>	<b>33</b>	<b>48</b>	<b>61</b>	<b>55</b>	<b>48</b>	<b>42</b>	<b>43</b>	<b>26</b>
<b>% Change vs. Prior Year Period</b>	<b>7.7%</b>	<b>-13.2%</b>	<b>-49.5%</b>	<b>-36.5%</b>	<b>31.0%</b>	<b>45.5%</b>	<b>-12.5%</b>	<b>-29.5%</b>	<b>-52.7%</b>

Source(s): Cap IQ, Tully & Holland Research

Note: Retail, Catalog & E-Commerce transactions are comprised of Internet and Direct Marketing Retail, Multi-line Retail, Apparel Retail, Computer and Electronics Retail, Home Improvement Retail, Specialty Stores and Home Furnishing Retail.

### Consumer Discretionary Overview – US & Canada

Number of Transactions Closed



Transaction Value	Q2 2018	Q3 2018	Q4 2018	Q1 2019	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
Not Disclosed	22	23	24	30	25	17	24	19	13
< \$10 mm	2	2	3	0	2	0	1	1	2
\$10 - 25 mm	0	0	1	1	1	1	0	1	0
\$25 - 50 mm	0	0	1	0	1	2	0	2	0
\$50 - 100 mm	0	0	2	0	0	0	0	0	1
\$100 - 500 mm	1	1	0	1	1	0	0	1	1
> \$500 mm	1	1	1	0	1	0	1	1	0
<b>Total # Quarterly Transactions</b>	<b>26</b>	<b>27</b>	<b>32</b>	<b>32</b>	<b>31</b>	<b>20</b>	<b>26</b>	<b>25</b>	<b>17</b>
<b>% Change vs. Prior Year Period</b>	<b>8.3%</b>	<b>22.7%</b>	<b>-31.9%</b>	<b>-3.0%</b>	<b>19.2%</b>	<b>-25.9%</b>	<b>-18.8%</b>	<b>-21.9%</b>	<b>-45.2%</b>

Source(s): Cap IQ, Tully & Holland Research.

Note: Consumer Discretionary transactions are comprised of Home Furnishings, Housewares and Specialties, Leisure Products and Beauty Care Products.

**Food & Beverage M&A Transactions – US & Canada**

(In Food & Beverage M&A 20 deals were announced in Q2 2020 and 71 deals closed)

Announced Date	Target/Issuer	Buyers/Investors	Sellers
6/30/2020	Bloom Supply Ltd	Ord Mountain Resources Corp. (TSXV:OMR.H)	-
6/30/2020	Certain Assets of Kayla Dhaliwall	Modern Meat, Inc.	-
6/23/2020	Atalo Holdings, Inc	AVF CBD, LLC	-
6/22/2020	Certain Assets related to the Production of Yogurt Fruit Preparations Product Line	Frulact - Sociedade Gestora de Participações Sociais S.A.	Sensient Technologies Corporation (NYSE:SXT)
6/20/2020	Deleon's Bromeliads, Inc.	Costa Farms, LLC	-
6/19/2020	Assets and Operations of Goose Landing Farms, Inc.	MaryMed LLC	Goose Landing Farms, Inc.
6/17/2020	All the Assets of H2O Hydroponics, LLC	GrowGeneration Corp. (NasdaqCM:GRWG)	H2O Hydroponics, LLC
6/17/2020	Dyna-Gro, Inc.	Plantation Products, LLC	-
6/15/2020	Cupid Candies, Inc.	Brown Sugar Bakery	-
6/15/2020	Early Times/Canadian Mist/Collingwood/Canadian Mist Production Assets	Sazerac Company, Inc.	Brown-Forman Corporation (NYSE:BF.B)
6/13/2020	Beverage Enhancers Business of Diamond Crystal Brands	Sugar Foods Corporation	Diamond Crystal Brands, Inc.
6/12/2020	DEPs Fine Wine and Spirits	Blue Equity, LLC	-
6/11/2020	Certain Assets of Ample Hills Holdings, Inc.	Schmitt Industries, Inc. (NasdaqCM:SMIT)	Ample Hills Holdings, Inc.
6/11/2020	Farber Concessions, Inc.	The Harris Financial Group, Ltd., LLC	-
6/10/2020	CBA Kona Brewing operations in Hawaii	PV Brewing Partners, LLC	Craft Brew Alliance, Inc. (NasdaqGS:BEW)
6/10/2020	Certain Assets of S-FDF LLC	Black Ridge Oil & Gas, Inc. (OTCPK:ANFC)	S-FDF LLC
6/10/2020	Commercial and Genetic Assets of Industrial Seed Innovations	Arcadia Biosciences, Inc. (NasdaqCM:RKDA)	Industrial Seed Innovations LLC
6/9/2020	Ferrari-Carano Vineyards & Winery, LLC	Foley Family Wines, Inc.	-
6/4/2020	Boulangerie-Pâtisserie Dumas Inc.	Champlain Financial Corporation	-
6/3/2020	62 BI-LO Harveys Supermarket Stores of Southeastern Grocers, LLC	Food Lion, LLC	Southeastern Grocers, LLC
6/3/2020	Ice cream and novelty production facility in Searcy	Turkey Hill, L.P.	Yarnell Ice Cream Company, Inc.
6/2/2020	ELXR Juicelab	LoveKind Inc.	-
6/2/2020	Havrefras Brand of PepsiCo, Inc.	Orkla Foods Sverige AB	PepsiCo, Inc. (NasdaqGS:PEP)
6/2/2020	Hung San Foods, Inc.	GrubMarket, Inc.	-
6/1/2020	Brown Jug, Inc.	Afognak Commercial Group, LLC	Liquor Stores Limited Partnership
5/26/2020	40,000-Square-Foot Smart Foodservice Portfolio	-	-
5/22/2020	Freshstone Brands Inc.	Tillridge Capital Partners, LLC	-
5/21/2020	All Assets of Seven Oaks Hemp Center in Southern Oregon	Hempnova Lifetech Corporation	-
5/19/2020	Citrus Extracts, Inc.	The Firmament Group; Sweat Equities, LLC; McLean Family Farms, Inc.	-
5/18/2020	Baking plant in Smyrna, Ga	The Bakery Cos.	Specialty Bakers, LLC
5/11/2020	Butts Foods, Inc.	Quirch Foods, LLC	-
5/8/2020	Assets of Pierless Fish Corp.	Baldor Specialty Foods, Inc.	Pierless Fish Corp.
5/7/2020	Benchmark Beverage Company	LKI Investments, LLC	Midwest Independent Retailers Association
5/5/2020	Chicago Custom Foods LLC	Sauer Brands, Inc.	Highlander Partners, L.P.
5/5/2020	Hog Farming Operations of Provista Agriculture Ltd.	HyLife Ltd.	Provista Agriculture Ltd.
4/30/2020	A. Zerega's Sons, Inc.	Philadelphia Macaroni Company, Inc.	-
4/21/2020	35 grain elevators of Bunge North America, Inc.	CGB Enterprises, Inc.	Bunge North America, Inc.
4/21/2020	Gratitude Health, Inc.	Gratitude Health, Inc. (OTCPK:GRTD)	-
4/16/2020	Barnacle LLC	Sealaska Corporation	-
4/13/2020	Four stores of Earth Fare, Inc.	Winn-Dixie Stores Inc.	Earth Fare, Inc.
4/13/2020	Hilo facility and distribution branches in Big Island, Kauai and Maui	-	Dean Foods Company (OTCPK:DFOD.Q)
4/9/2020	175,000 Square Foot Facility in Effingham, Illinois	Continental Mills, Inc.	Hodgson Mill, Inc.
4/8/2020	Exclusive Global Rights to Ahiflower® of Natures Crops International	Dosecann Inc.	Natures Crops International
4/7/2020	Grecian Delight Foods, Inc.	Kronos Foods Corp.	-
4/6/2020	Agronomy Inputs business of Pipeline Foods LLC	Crystal Valley Cooperative	Pipeline Foods LLC
4/2/2020	Cascade Brewing Company LLC	-	-
4/2/2020	Food-Grade Soybean Division of Quality Technology International, Inc.	CGB Enterprises, Inc.	Quality Technology International, Inc.

**Food & Beverage M&A Transactions – US & Canada (continued)**

Announced Date	Target/Issuer	Buyers/Investors	Sellers
6/30/2020	Prairie Dog Pet Products, LLC	Kinderhook Industries, LLC	-
6/29/2020	Mike And Mike's Inc.	Fresh Direct Produce Ltd.	Granite Partners
6/25/2020	Paul Masson Grande Amber Brandy Brand of Constellation Brands, Inc.	Sazerac Company, Inc.	Constellation Brands, Inc. (NYSE:STZ)
6/25/2020	Two Food Source Stores Rancho Cordova and Rio Linda of Raley's Family of Fine Stores	PAQ Inc.	Raley's Family of Fine Stores, Inc.
6/22/2020	Radiant Pig Beer Company LLC	Coastal Extreme Brewing Company, LLC	-
6/17/2020	Sustainable Agricco, LLC	Plantation Products, LLC	Mars, Incorporated
6/16/2020	Nearly All of the Assets of Borden Dairy Company	KKR & Co. Inc. (NYSE:KKR); Capitol Peak Partners, LLC	Borden Dairy Company
6/15/2020	Osage Gardens Inc.	West Lake Creek Company, LLC	-
6/10/2020	Pennsylvania Dutch Candies	Nassau Candy, Inc.	The Warrell Corporation
6/9/2020	North American Buitoni® business of Nestlé USA, Inc.	Buitoni Food Company	Nestlé USA, Inc.
6/9/2020	Pampelonne LLC	Precept Wine, LLC	-
6/6/2020	Three Bakers Gluten Free Bakery	PureBred Gluten Free Limited	-
6/5/2020	Rose Drummond Inc.	Soucy Holding Inc	-
6/4/2020	Mazurek's Bakery	Baker Victory Services	-
5/29/2020	Ocean Beauty Seafoods LLC	Icicle Seafoods, Inc.	-
5/28/2020	White Whale Group LLC	SCB Global Java Holdings, LLC	-
5/27/2020	Substantially All of The Le Pain Quotidien Bakery & Restaurant Business in The U.S.	Aurify Brands, LLC	PQ New York, Inc.
5/27/2020	Willie Bird Turkeys, Inc.	Diestel Turkey Ranch	-
5/22/2020	Prime Pork, LLC	HyLife Ltd.	Taylor Corporation
5/20/2020	QSR and Casual Dining Distribution Business of Maines Paper & Food Service, Inc.	Lineage Logistics, LLC	Maines Paper & Food Service, Inc.
5/19/2020	KF Hemp Corp.	HTC Pureenergy Inc. (TSXV:HTC)	102047601 Saskatchewan Ltd.
5/18/2020	linked cattle stations	-	-
5/13/2020	Tri-Blend Bakery Mixes Inc.	Blendtek Fine Ingredients Inc.	-
5/9/2020	L'uva Bella Winery & Bistro	-	-
5/8/2020	Manufacturing Plant in Galesburg, Illinois	RIBUS, Inc.; Innovative Proteins USA	J. Rettenmaier USA LP
5/7/2020	Ingredients Inc	Barentz International BV	-
5/5/2020	Pet Treat Line of KCCanine All Natural Dog Treats USA. Ilc.	Rogue Pet Science LLC	KCCanine All Natural Dog Treats USA. Ilc.
5/4/2020	Krave Pure Foods, Inc.	Sonoma Brands	The Hershey Company (NYSE:HSY)
4/30/2020	OKI Spirits LLC	-	New Riff Distilling, LLC
4/30/2020	Tiger Express store in Beaufort, S.C.	Enmarket Inc.	-
4/27/2020	Les Aliments Alternatifs 2000 inc.	Aliments Mackenzie Inc.	-
4/27/2020	Mati Inc.	NOBL Coffee, LLC	-
4/27/2020	Substantially all assets of Wildtree, Inc.	Altair Acquisitions, LLC	Wildtree, Inc.
4/23/2020	Select Assets of Kent, Washington facility of Passport Foods (SVC), LLC	SAVr LLC	Passport Foods (SVC), LLC
4/15/2020	K9 Nature Supplements/Ruff Trade Dog	Pawzitivity Pet Products	-
4/13/2020	Toad Hollow Vineyards, Inc.	Third Leaf Wines LLC	-
4/13/2020	Two Stores in South Asheville and Chattanooga	Whole Foods Market Services, Inc.	A&G Realty Partners, LLC
4/9/2020	PureCircle Limited	Ingredion Incorporated (NYSE:INGR)	-
4/9/2020	Vanguard Seed	Sakata Seed America, Inc.	-
4/8/2020	LA Patate Saint-Ambroise Inc.	Québec Parmentier Inc.	-
4/8/2020	Planet Health Corp.	2255820 Alberta Ltd	-
4/6/2020	Manna Resources, Inc.	Astron Connect Inc. (TSXV:AST)	-
4/4/2020	Reno, Nevada facility of Dean Foods Company	Dairy Farmers of America, Inc.	Dean Foods Company (OTCPK:DFOD.Q)
4/1/2020	McArthur Dairy Assets in Florida of Dean Foods Company	-	Dean Foods Company (OTCPK:DFOD.Q)

Source(s): Cap IQ, Tully & Holland Research.



## Retail, Catalog & E-Commerce M&A Transactions – US & Canada

(In Retail, Catalog & E-Commerce 6 M&A deals were announced in Q2 2020 and 26 deals closed)

Announced Date	Target/Issuer	Buyers/Investors	Sellers
6/30/2020	Mountain High Recreation, Inc.	Hightimes Holding Corp.	-
6/26/2020	Build-Rite Lumber & Supply, Inc.	R.P. Lumber Co., Inc.	-
6/26/2020	Malchow's Home Furnishings	Montgomery's	-
6/25/2020	Downeast Outfitters, Inc.	Malouf Inc.	-
6/24/2020	Brandless, Inc.	Clarke Capital Partners; Ikonifi	Slow Ventures; Cowboy Ventures; ACME VC; SoftBank Investment Advisers (UK) Limited
6/24/2020	Substantially All Assets of GNC Holdings, Inc.	Harbin Pharmaceutical Group Holding Co., Ltd.	GNC Holdings, Inc. (OTCPK:GNCI.Q)
6/24/2020	Ashley Stewart Holdings, Inc.	Monroe Capital Management Advisors, LLC	The Invus Group, LLC
6/23/2020	AirportParkingReservations.com, Inc./ParkSleepFly, Inc./Shuttlefinder.com	MAG USA	-
6/19/2020	Office Furniture Segment of Senetics of Honolulu	Infinium Interiors Inc.	Senetics Security Systems, Inc.
6/17/2020	Ghostly International	Secretly Group, Inc.	-
6/15/2020	Mission Pennsylvania II LLC	-	4Front Ventures Corp. (CNSX:FFNT)
6/11/2020	Giant Vapes LLC	AVAIL Vapor LLC	-
6/10/2020	Grubhub Inc. (NYSE:GRUB)	Just Eat Takeaway.com N.V. (ENXTAM:TKWY)	-
6/4/2020	Duke's Sporting Goods	H+W Sports	-
5/28/2020	Scott Pure Water, LLC	Quench USA, Inc.	-
5/27/2020	Global shopCBD.com Inc.	Cannara Biotech Inc. (CNSX:LOVE)	-
5/20/2020	Vitalize, LLC	Najafi Companies	Expedia Group, Inc. (NasdaqGS:EXPE)
5/19/2020	Levin Furniture, LLC	-	Art Van Furniture, Inc.
5/19/2020	Brandt & Sons Ace Hardware	Westlake Hardware, Inc.	-
5/18/2020	Foot Locker, Inc. (NYSE:FL)	Vesa Equity Investment S.a.r.l.	-
5/18/2020	Jenkins Chevrolet of Venice	Jenkins Auto Group	-
5/18/2020	H & M Lumber Company Inc	Central Network Retail Group, LLC	-
5/12/2020	Inventory and Assets of 27 stores in US	Loves Furniture, Inc.	-
5/11/2020	Macys.com, Inc.	-	-
5/11/2020	27 former Art Van Furniture, Inc. stores	Realty Acquisitions, Inc.	Art Van Furniture, Inc.
5/7/2020	Mycliks Inc.	Influence Tech Capital	-
5/1/2020	Assets of Rapid-American Corp.	Insurance Liquidation Investors, LLC	Rapid-American Corp.
4/27/2020	Westport Appliance Repair Service, LLC	All Cape Appliance, Inc.	-
4/15/2020	One Kings Lane, Inc.	CSC Generation, Inc.	Bed Bath & Beyond Inc. (NasdaqGS:BBBY)
4/6/2020	Efuego Corp.	TSI Holdings Co., Ltd. (TSE:3608)	-
4/2/2020	Asien's Appliance, Inc.	1847 Holdings LLC (OTCPK:EF5H)	-
4/1/2020	Boston Organics LLC	GrubMarket, Inc.	-

Source(s): Cap IQ, Tully & Holland Research.

## Consumer Discretionary M&A Transactions – US & Canada

(In Consumer Discretionary M&A 4 deals were announced in Q2 2020 and 17 deals closed)

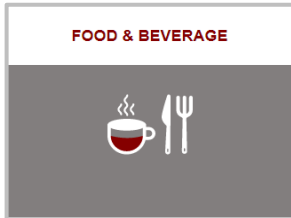
Announced Date	Target/Issuer	Buyers/Investors	Sellers
06/29/2020	KKW Beauty, Inc.	Coty Inc. (NYSE: COTY)	-
06/18/2020	Thayers Natural Remedies	L'Oreal USA, Inc.	Henry Thayer Company
06/18/2020	ColorProof Haircare, LLC	Cosway Company Inc.	-
06/09/2020	Callaway Golf Company (NYSE: ELY)	JANA Partners LLC	-
06/05/2020	The Fitness Container, LLC	TPT Med Tech, Inc.	-
05/31/2020	ESO Strap, LLC.	Black Rapid, Inc.	-
05/27/2020	Carrrom Company	Anywhere Corp.	-
05/27/2020	Bagley Bait Company, Inc.	Northland Fishing Tackle, Inc.	-
05/19/2020	ProFloors LLC	Diverzify	-
05/15/2020	Framebridge, Inc.	Graham Holdings Company (NYSE:GHC)	New Enterprise Associates, Inc.; Revolution LLC; SWaN & Legend Venture Partners; Revolution Ventures
05/07/2020	Mobile Fitness Equipment, Inc.	Beaverfit North America LLC	-
05/01/2020	Glove-A-Bubbles Brand of OgoSport, LLC	ZURU Toys Inc.	OgoSport, LLC
04/30/2020	Skinscience Labs, Inc.	Cannaworx, Inc.	-
04/30/2020	Salt Flat	Malouf Inc.	-
04/28/2020	Pure Fix Cycles, LLC	JB, LLC	-
04/23/2020	Morgan Marine Service, LLC	All Craft Marine, L.L.C.	-
04/20/2020	All Craft Marine, L.L.C.	Sorfam Capital	-
04/16/2020	Formulae Development Inc.	Omya AG	-
04/09/2020	Assets of VICIS, Inc.	Innovatus Capital Partners, LLC	VICIS, Inc.
04/03/2020	Baja Custom Design, Inc. (OTCPK:BJCD)	-	-
04/01/2020	Kelly Toys Holdings, LLC/Kelly Amusement Holdings, LLC	Jazwares, Inc.	-

Source(s): Cap IQ, Tully & Holland Research.

## About Tully & Holland

Tully & Holland is a leading Boston-based investment banking advisory firm offering highly customized M&A and corporate advisory to consumer product companies in the US and abroad. Founded in 1992, our seasoned team brings decades of extensive industry and investment banking expertise and the proven ability to successfully complete deals on behalf of our clients. We primarily focus on transactions or businesses with enterprise values ranging from \$10 million to \$250 million. Tully & Holland is a member of FINRA & SIPC.

## Our Focus



### FOOD & BEVERAGE

- Food Manufacturers & Distributors
- Food Service Manufacturers & Distributors
- Specialty Foods
- Beverages
- Healthy Foods
- Seafood



### RETAIL, CATALOG & E-COMMERCE

- Multi-Channel Merchants
- Catalogers
- Specialty Retailers
- Direct Marketers
- E-commerce



### CONSUMER DISCRETIONARY

- Arts & Crafts
- Health & Beauty Aids
- Home Décor
- Sporting Goods & Leisure Activities
- Toys, Gifts & Collectibles
- Restaurants

## Past Clients and Buyers



## Service Capabilities

### Sales & Divestitures

- Sales
- Mergers
- Recapitalizations
- Divestitures

### Acquisition Advisory

- Strategic Planning
- Prospect Search & Qualification
- Contact, Profiling, Valuation, Negotiation, and Closing

### Financings

- Private Equity & Family Offices
- Capital Raises

### Debt Advisory

- Senior Debt Financings
- Bridge Financings
- Mezzanine Financings