



STRIPES GROUP

Stripes Group
 70 East 55th Street · 11th Floor
 New York, NY 10022
 Tel: 212.823.0720
www.stripesgroup.com

Overview

Stripes Group is a private equity firm that was founded by entrepreneurs in 2003 to invest in and support the growth of bootstrapped profitable companies. Stripes Group is very selective in choosing its business partners and focuses on internet, software, technology-enabled and branded consumer products businesses where the firm has substantial experience as operators, entrepreneurs, investors and advisors. Stripes Group is investing SG Growth Partners I, L.P.

Investment Criteria

Type of Investment:

- Buyout and minority equity investments in niche market leaders

Industry and Sector Focus:

- Internet, software, technology-enabled and branded consumer products businesses

Type of Transaction:

- Capital to support organic growth initiatives
- Liquidity to shareholders
- Capital for add-on acquisitions

Key Financial Parameters:

- Revenue: Greater than \$10 million annually
- EBITDA: Profitable
- Investment Size: \$10 million to \$100 million
- Valuation: \$20 million to \$200 million

Key Business Characteristics:

- Rapid revenue growth
- Strong management partners
- Significant barriers to entry
- Profit margins indicative of competitive advantages

Representative Investments



MyWebGrocer (www.mywebgrocer.com) is a SaaS company providing online commerce and digital media services to over 5,000 grocery retailers and 60 global consumer packaged goods brands.



Folica (www.folica.com) is a leading online retailer in the beauty category. Folica implements a unique business model that includes e-commerce, branded product development and an online community.



Perimeter (www.perimeterusa.com) provides on-demand security and messaging services for computer networks. Perimeter's SaaS outsourced IT services are cost advantaged vs. enterprise solutions.



NetQuote (www.netquote.com) works with over 17,000 local insurance agents to provide insurance quotes to consumers in a simple and highly effective manner over the internet.



Epic (www.epicadvertising.com) is a performance based online advertising network providing a full suite of advertising tools for both advertisers and over 38,000 publishers.



Smartwool (www.smartwool.com) manufactures high-performance merino wool apparel products designed for specific athletic and outdoor activities.

Partnership Model

Stripes Group is an active investor, partnering with management to achieve accelerated and sustainable growth.

Stripes Group Role:

- Leverage extensive network to recruit talented team members to maximize business opportunity
- Stripes Group Operating Partners serve as key advisors to assist in refining strategy and operations
- Identify and evaluate add-on acquisitions and partnerships

Stripes Group DNA:

- Stripes Group offers perspective and expertise that others cannot duplicate due to the firm's substantial and proven experience in its specific sectors of focus as operators, entrepreneurs, investors and advisors