

BEAUTY & MONEY

Los Angeles, CA, USA | April 19th 2018

@Beauty_Summit #BeautyMoneyLA

Your Beauty Networking Wish List

With global cosmetic sales set to reach \$675 billion by 2020, and more M&A transactions at valuations over 4x revenue in the last 18 months than in the previous 15 years combined, the beauty industry is booming.

Beauty & Money is THE destination for the hottest M&A-ready independent beauty brands to connect with Strategic and Financial Buyers looking to build even more enterprise value with their next acquisition or investment.

Connect with **100+** of the Beauty Industry's most influential executives, including:



Dr. Gregory Bays Brown
RéVive



Eric Hohl
Too Faced



Lori Haram
The Estée Lauder
Companies Inc.



Rich Gersten
Tengram Capital



Mehdi Mehdi
NYX Professional
Makeup



Over **1000** meetings requested at the recent summit in New York

“ Instead of 12 days of meetings, I had one day of meeting 12 people, and so it's an efficient use of time, it's good to catch up and there were some brands I wasn't aware of, and hearing their stories was also very helpful ”

- Rich Gersten, Partner, Tengram Capital

WELCOME

to The Beauty & Money Summit

Just as a consumer scours Sephora's lipstick counters to find her perfect shade, Independent Beauty Brands, Investors & Strategic Buyers requested over 1000 one-to-one meetings to find their perfect match at the inaugural Beauty & Money Summit, New York.

"We're giving brands a forum to tell their story and meet with potential investors. I think this does a great service to both sides because its one of the rare industries right now where there's tonnes of supply and tonnes of demand looking for each other..." - **Rich Gersten, Partner, Tengram Capital.**

From momentous transactions such as the Estée Lauder acquisition of Too Faced, to a spell of minority investments in early-stage companies such as L Catterton's investments in Kopari Beauty, VMG's investment in Drunk Elephant and Main Post Partners' investment in Milk Makeup, M&A activity in the beauty industry is thriving.

We are incredibly excited to bring this exclusive one-day event to the West Coast, building upon our success in New York, and connecting over 100 industry executives from Strategic Buyers, Financial Buyers and Independent Beauty Brands.

Efficient Networking - 13 one-to-one meetings available for each attendee

Pre-schedule private meetings with any individual or company onsite using the online meeting scheduler application.

Key Trends - Hear insights from eight industry leaders on the main agenda

Keep your finger on the pulse and uncover principal areas of growth and innovation in skincare, colour cosmetics, haircare, fragrance and beauty technology.

Future Insights

12 independent beauty brands, handpicked by the prestigious selection committee, showcasing their products and innovations.

Share Experiences - Network with audience of over 100 brands, investors and industry supporting companies

Influential beauty brands discuss lessons to be learnt and key challenges overcome during their businesses growth.

Sponsors:

Global founding partner



Associate Event Partner

DASH HUDSON

Ohana & Co

TSG CONSUMER



Event partners

THE RED TREE

FOREO

facebook



ALLIANCE
CONSUMER GROWTH

Deloitte.

BEAUTY SPOTLIGHT

12 independent beauty brands (who are actively seeking investment, acquisition or partnerships) will be hand picked to showcase their brand on the main stage at Beauty & Money

Applications are now closed, we had a record number of applications for the Beauty & Money Summit LA. The Final 12 chosen from a hugely competitive field will be announced on the 20th March. Keep an eye out for the brands that will be presenting at the Summit.

SELECTION COMMITTEE



Rich Gersten
Tengram Capital
Tengram Capital Partners



Conor Begley
Tribe Dynamics
TRIBE DYNAMICS



Elana Drell Szyfer
RéVive
Operator and Private Equity
Advisor in Beauty



Josh McDowell
Main Post Partners
MAIN POST PARTNERS



Blythe Jack
TSG Consumer Partners
TSG CONSUMER



Robin Tsai
VMG Partners
VMG PARTNERS



Jon Owsley
L Catterton
L CATTERTON



Kelly Kovack
BeautyMatter
BeautyMatter

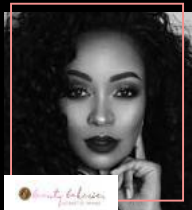


Josh Goldin
Alliance Consumer Growth
ALLIANCE CONSUMER GROWTH

SPOTLIGHT FINALISTS: NEW YORK SEPT 2017



Glenn Laumeister
AllWork



Cashmere Nicole
Beauty Bakerie



Dara Levy
Derma Flash



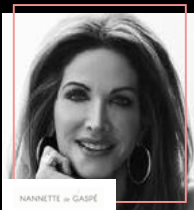
Zoe Roebuck Kelly
Dr. Roebucks



Marius Morariu
Tracie Martyn



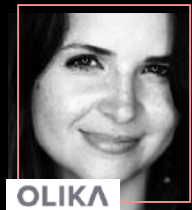
Suveen Sahib
AQUIS



Nannette de Gaspé
Beaubien
**Nannette de Gaspé
Beauté**



David Thurston
Pulp Riot



Jessica Postiglione
Olika



Mariya Nurislamova
Scent Bird



Jennifer Kapahi
Trestique



Melanie Simon
ZIIP Beauty

SCHEDULED MEETINGS

Who You Will Meet

To ensure all our guests make the most valuable connections possible at the Summit, all attendees will have access to the **MEETING MOJO** platform, which allows you to create a bespoke meeting schedule, ensuring you connect with the industry stakeholders that are **most important** in building your business.

MEETING MOJO gives you access to the entire attendee list and allows you to message AND invite people to connect during the formal meeting sessions run throughout the day.



13 Private Meetings available for each guest

“ Excellent for meeting Private Equity and small Beauty brands. ”

Babara Zinn Moore, Barbara Zinn Moore Associates

- Leadership Executives from Large Strategic Buyers
- Business Development Teams from Large Strategic Buyers
- Private Equity and Venture Capital Investors
- Independent Beauty Brands with revenue under \$5million
- Independent Beauty Brands with revenue of \$5-\$15million
- Independent Beauty Brands with revenue over \$15million
- Executives from Global Distributors
- Investment Bankers
- Lawyers and M&A Advisors
- Market Intelligence and Consultancy Providers

PAST ATTENDEES

A sample of attendees from the NY Summit

Strategic Buyers:	Independent Beauty Brands:	Financial Buyers:	Industry Supporting Companies:

FINANCING 101:

DEMYSTIFYING THE 'MONEY' IN BEAUTY & MONEY

April 18th, 2018

Hosted by:



14:00 **Arrival & Networking**

14.30 **FINANCING 101: Demystifying the 'Money' in Beauty & Money**

An educational and interactive workshop for independent beauty brands looking for clarity around their financing options. A series of sessions will cover some of the key questions independent beauty brands have when raising capital. Pros & Cons of each investment option will be discussed, from seed funding, through VC and PE investment to working with Strategic Buyers.

Sessions include but are not limited to:

- What to look for in an investor
- Most appropriate investor at each stage of growth
- Different deal structures and how not to get a bad deal.
- Pitching do's and don'ts
- What investors are looking for in a brand.
- How to get your legal house in order – trademarks, operational agreements between founders
- Being a woman in fundraising.

REGISTER NOW

Available for 30 independent beauty brands. Please reserve your place when booking. You can register here

18.00 **Close of Workshop**

FEEDBACK FROM THE NEW YORK SUMMIT

“Really valuable, the speakers were fantastic and the speed dating concept was a great way to network.”

— **Maegan Scarlett, oVertone**

“The Beauty & Money Summit successfully drew together a well-curated group of strategic buyers, acquisitive private equity firms, value added research firms, specialty investment banks and indie beauty brands in a format that allowed for attendees to build helpful relationships within the industry.”

— **Lauren Antion, Intrepid Investment Bankers**

AGENDA

April 19th, 2018

08:00 Arrival & Networking

08.50 Beauty Spotlight

12 independent beauty brands, hand-picked by the prestigious selection committee, introduce themselves and their products. Each brand will have the chance to deliver a two-minute presentation on the main stage, as well as display a short video or photo reel to showcase their brand visually.

09.50 Beauty Unboxing

Dedicated time to exclusively experience product samples from the Beauty Spotlight. Each spotlight brand will have a dedicated area in which to display their products and take questions from attendees.

10.20 Morning Networking

10.30 Private Pre-Scheduled Meetings

6 x 15-minute meetings

10.30-11.00 Innovation and disruption in beauty:

social media, products, packaging, and direct to consumer

Mike Garcia, Co-Head of Consumer Growth Investment Banking, **Deloitte**

Please register for this session using the 'Meeting Mojo' platform. Limited spaces available.

12.00 IN CONVERSATION WITH

Lori Haram, SVP, Business Affairs and Operations, **The Estée Lauder Companies Inc.** moderates a conversation between **Shana Randhava**, VP, New Business Development, **The Estée Lauder Companies Inc.** & **Eric Hohl**, Brand President, **Too Faced**. They will discuss this momentous deal from acquisition through integration. Estée Lauder acquired the Too Faced makeup brand for \$1.45 billion, back in 2016, the largest purchase in Lauder's 70-year history.

Lori was named as one of the top women influencers in M&A by themidmarket.com

12.30 Earned Media Value as a Leading Metric

Conor Begley, Co-founder, **Tribe Dynamics**, discusses the role of EMV as leading metric and tool for growth, revealing up & coming brands to keep an eye on.

Conor and co-founder Jon Namnath founded Tribe Dynamics in April 2012, after Conor discovered the power and potential of influencer marketing while working in Australia.

12.45-12.50 Can Beauty Tech Take Beauty to a Different Paradigm? How?

Paul Peros, CEO, **FOREO**, Discusses real-life examples and guidelines on product development and innovation organisation.

12.50 Networking Lunch

13.20 Private Pre-Scheduled Meetings

4 x 15-minute meetings

14.20 Dichotomy of a Deal

Moderator: Ariel Ohana, **Ohana & Co**

Rich Gersten, Partner, **Tengram**, **Elana Drell-Szyfer**, CEO, **RéVive** & **Dr. Gregory Bays Brown**, Founder, **RéVive**, **Ariel Ohana** Co-Managing Partner, **Ohana & Co**, discuss their recent transaction, and offer advice and lessons to be learnt around building a successful team and maintaining a founder's vision after acquisition.

Dr. Brown was a Harvard and Emory trained plastic and reconstructive surgeon for 20 years. He was the first doctor and scientist to apply the bioengineered version of EGF into skincare.

14:50-15:10 Facebook

Beauty Beyond: From Beauty Inspiration to Business Transformation

With the increasing impact of mobile, hear from Facebook on how to keep up with today's beauty shopper who is a constant work-in progress, has access to everything, and can follow the trends faster than we can make them.

Ali Hersh Pace, Industry Manager, **Beauty, Facebook**

AGENDA

April 19th, 2018

15.10 Private Pre-Scheduled Meetings

3 x 15-minute meetings

15.10 - 15.40 **Going Global: like everything its all about timing**

The why, the when and the how of building an international business.

Stirling Murray, Founder and MD, **The Red Tree Consultancy Ltd**

Please register for this session using the 'Meeting Mojo' platform. Limited spaces available.

16.00 **A Digital-First Beauty Brand - Life After Acquisition**

Driven by a powerful social media and grassroots marketing strategy, NYX has become one of the fastest growing colour cosmetics brands in the US. **Mehdi Mehdi**, VP Digital & eCommerce, **NYX Professional Makeup**, shares the brands journey to success and giving insights into how life has changed for the brand after acquisition from L'Oréal.

16.20 **ASK THE INVESTOR**

A chance for the audience to pose anonymous questions to a panel of investors, to myth bust the financing process and provide insight into what investors are looking for, and how best to secure funding.

Moderator: **Ilya Seglin**, **Threadstone**

Josh McDowell, Partner, **Main Post Partners**

Neda Daneshzadeh, Co-founder, **Prelude Growth Partners**

Ben Lee, Managing Director, **CircleUp**

Larry Kahn, Managing Director, **Beechwood Capital**

Prior to founding Prelude Growth Partners, Neda was a Partner and a member of the investment committee at L Catterton, a global private equity firm, where she worked for 12 years.

16.40 **A Founders Perspective - Funding Considerations**

Cashmere Nicole, CEO & Founder, **Beauty Bakerie** discusses pre-raise considerations, touching upon how Beauty Bakerie found and engaged with investors, and offering advice on the necessary post-fundraise considerations.

Cashmere was one of the Beauty Spotlight finalists at the Beauty & Money Summit in New York, September 2017.

16.50 **How Beauty Is Winning On Instagram**

Marianna Rittenhouse, **Dash Hudson**

Often a brand's largest and most engaged audience is on Instagram, with beauty brands leading the pack. Mariana Rittenhouse, Sr. Director of Brand Strategy at Dash Hudson, discusses how brands can leverage AI to increase engagement and performance on the channel to maximize the value of their visual assets.

17.00 **Networking Drinks**

Sponsored by: **DASH HUDSON**

19.00 **Close of Conference**

“The more acquisitions a company makes, the better each transaction performs, with frequent buyers growing 63% more enterprise value over a six-year period than infrequent buyers of a comparable size.”

—A.T. Kearney

GLOBAL FOUNDER PARTNER



Threadstone

Threadstone Advisors is a leading independent advisory and investment firm specializing in the beauty and personal care, apparel, specialty retail and direct-to-consumer sectors. Our philosophy behind the creation of Threadstone Advisors is the belief that the comprehensive knowledge and a values-oriented culture of the senior partners are at the core of our success. We are committed to helping our clients benefit from more than 100 years of combined experience. Having assisted clients ranging from start-ups to global brands through different economic cycles, our perspective is broad. Our industry knowledge, thorough preparation and hard work, allows Threadstone to generate ideas to help companies achieve their strategic and financial goals and objectives. Threadstone helps entrepreneurs and founders of young, exciting businesses to achieve intermediate financing goals. Our unique perspectives in the beauty sector allow us to better understand the nuances of the businesses we represent. Threadstone approaches each engagement in the same mindset as venture capital – we understand that businesses are looking for more than just money. Through a unique partnership approach, Threadstone develops a deep understanding for the strengths and opportunities of our clients and tailors a go-to-market approach that delivers both the financial and strategic resources that our clients need.

ASSOCIATE EVENT PARTNER

DASH HUDSON

The world's most discerning brands and publishers use Dash Hudson to create and share photos and videos that people care about. Our visual intelligence platform provides a one-stop solution to predict performance, distribute, measure, and enhance engagement across all of your visual marketing channels.

EVENT PARTNERS



Founded in 1994, Ohana & Co. is a leading independent investment bank providing financial advisory services to private and public companies, private equity firms, entrepreneurs and management teams across the US, Europe, and Asia on their sale, acquisition and capital raising transactions.

Our unparalleled industry expertise in the luxury & branded consumer, technology & media and healthcare sectors, together with our international track record and entrepreneurial approach, set us apart from other firms in the marketplace. From offices in Paris, New York and LA, we have assisted clients in the Americas (Canada, Columbia, USA), Europe (Belgium, France, Germany, Italy, Spain, UK and more) and Asia (China, Japan, Korea) successfully complete their most challenging transactions.

THE RED TREE
BEAUTY BRAND CONSULTANTS

The Red Tree is the UK's leading international beauty brand consultancy and works with a wide range of companies from well-funded start-ups to major corporates. We create and implement long term strategy and vision, develop and launch new brands, plan and execute market entry strategies, and make brands RaceFit for market entry. The Red Tree also manages brands for international brand owners as their UK Country Manager. In this role we provide business development and account management, implement marketing and commercial activity and quickly becomes the brand's dedicated partner in the UK. As Country Managers we have listed client brands in SpaceNK, Harvey Nichols, Marks & Spencer, Selfridges, The Hut Group, Feel Unique, Indulge in Beauty, Boots, Being Content and on QVC. With a global understanding of the beauty market The Red Tree has an international client base that includes the US, the Middle East, Europe, and Australia and has considerable expertise in each beauty category –skincare, colour cosmetics, male grooming, haircare, and fragrance We treat each brand we work with as if it were our own and develop long term relationships with our clients. In the saturated reality of the beauty market making a brand magnetic in its appeal to retailers is vital. We help make this happen.



Main Post Partners is a private equity investment firm focused on investing in proven growth companies across the consumer value chain. Main Post Partners invests in both majority and minority positions primarily in first institutional capital situations where founders, entrepreneurs and management teams are looking for an experienced partner to help build their companies to full potential. With a "Partnership, not Ownership" approach, Main Post Partners works closely with a network of successful executives to provide operational and strategic support to its management partners. Representative past and present partner companies include Too Faced Cosmetics, Milk Makeup, Jimmy John's Sandwiches, Edge Systems (HydraFacial), Flynn Restaurant Group, Snooze A.M. Eatery, Viva Chicken, RE/MAX, EagleRider Motorcycles and KUIU.

EVENT PARTNERS CONT.



Alliance Consumer Growth (“ACG”) is a leading growth equity fund which provides capital and value-added partnership to the most promising emerging consumer product and retail brands. Notable brands that ACG successfully partnered with as an early-stage investor include Tata Harper, Pacifica Beauty, Nudestix, Harry’s, Babyganics (later acquired by SC Johnson), Shake Shack (later completed an IPO as NYSE: SHAK), Suja Juice (later acquired by Coca-Cola), barkTHINS (later acquired by Hershey’s) and Tender Greens, among others. ACG has offices in Los Angeles and New York City.



Deloitte Corporate finance (“DCF”) is a financial services firm that advises privately held businesses on capital raises as well as merger & acquisition transactions. DCF’s Consumer Innovations Group works closely with rapidly growing beauty brands in a variety of ways to assist those companies down the path to growth and ultimate sale. DCF has 120 investment bankers in seven cities in the U.S., as well as 2,300 investment bankers globally.



“When something is only good enough, it’s time to make a change.” Founded in 2013, FOREO is a Swedish company specializing in beauty and well-being solutions. FOREO has grounded success on its award-winning LUNA™ skincare and ISSA™ oral care devices. Although the brand has already smashed the conventions of the beauty and well-being industries, this is just the beginning. It was founded by a visionary think-tank of specialists to challenge the beauty industry and develop smarter ways to care for yourself delivering unique, innovative devices to elevate conventional routines into energizing rituals. With over 84 beauty and tech awards won across the globe, this Swedish beauty tech company, high on innovation and meticulous about ground-breaking design, is conquering the world.



TSG Consumer Partners, LLC is a leading investment firm with approximately \$5 billion of assets under management, focused exclusively on the branded consumer sector. Since its founding in 1987, TSG has been an active investor in the food, beverage, restaurant, beauty, personal care, household, apparel & accessories, and e-commerce sectors. Representative past and present partner companies include Duckhorn Wine Company, vitaminwater, thinkThin, popchips, Muscle Milk, Yard House, Stumptown, Pabst, Planet Fitness, REVOLVE, Backcountry, Smashbox Cosmetics, Pureology, Sexy Hair, e.l.f. Cosmetics and IT Cosmetics. For more information, please visit www.tsgconsumer.com.



We like to provide complete fulfillment services to brands who don’t need just vendors but partners. That’s who we are and what we do. We take brands shipping dozens of orders a day and support their growth until they ship tens of thousands daily.

Order fulfillment seems secondary but it is not. If the order does not arrive timely and beautifully, how can your brand take hold in the hearts and minds of your customer? Every touch we perform must add value, and it does, just ask our clients.

It’s our passion that sets us apart from other service providers. A passion for our clients’ businesses; a passion for their products; a passion for doing the work that others can’t or won’t do as well as we can.

Our quality of service results from our engineered, can-do approach. That and the skills that come with our team’s extensive experience are at the heart of our culture. Capacity’s on-the-ground expertise is key. We believe in ground truth. We’re steeped in value-added services, EDI and e-commerce technology and fulfillment, as well as managing fulfillment and assembly programs on both coasts. With Capacity you get a single provider for all of your fulfillment needs, including some that you may not even know yet. If a job seems out of the ordinary, trust Capacity to provide the extraordinary. We do the basics well, but it’s the unexpected where we excel. That’s where we are at our best, and where our clients experience the difference of working with Capacity.



Media partners:



PRICING & VENUE

SLS Hotel, 465 S La Cienega Blvd, Los Angeles, CA 90048, USA

Unfortunately the group rate for the Kisaco Research Beauty and Money Summit has run out. Please call the hotel directly for the Best Available Rate.

Pricing

	Early Bird available through Fri Feb 16, 2018	Standard Pricing
Brands (Under \$3mm Revenue)		\$999
Brands & Retailers (Over \$3mm Revenue)	\$1,299	\$1,499
Industry Supporting Companies	\$2,599	\$2,999
Workshop 1/2 day 18th April (for independent beauty brands)		Additional \$300

	\$ SPECIAL OFFER	
Beauty Spotlight Finalists \$ SPECIAL OFFER	Only available to 12 finalists selected for the Beauty Spotlight	Email ar@kisacoresearch.com for further information

Premium Delegate Pass (for industry supporting companies)	Private table for one to one meetings
---	---------------------------------------

All delegates receive:	Access to all networking and social functions	Access to all main stage presentations
------------------------	---	--

Please note: Presenters from the final 12 should register and pay via our standard registration process. For additional group discounts for final 12 companies, please reach out to Andy Ross, for special unpublished rates: ar@kisacoresearch.com

REGISTER NOW

Interested In SPONSORSHIP OPPORTUNITIES?

Far from the typical 'meet-and-greet' exhibition experience, you – as a sponsor or exhibitor – will be positioned as a partner of the event with a focus on the benefits of your product and brand, rather than just a name on an exhibition list. With our extensive marketing experience and strategy, your partnership with the conference will grant you a sponsorship package that is an extension and enhancement of your current marketing and branding efforts.

Ask us about the different ways you can get involved.

Contact Rosy Leveque to find out more about each package by emailing partner@kisacoresearch.com or by calling +44 (0)20 3696 2920