



HEALTH & WELLNESS REPORT

Explore M&A Activity, Capital Market
Conditions and Current Trends for the
Health & Wellness Industry



2H 2020

SDR*Ventures*

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HEALTH & WELLNESS 2H20: WHAT TO KNOW

- ❑ COVID-19 roughed up many sectors, but an increasing global interest in being, and staying, healthy could drive health & wellness categories forward
- ❑ Technology is playing a major role in a sector once thought of as sweatpants, sneakers, and a multivitamin
- ❑ Consumers appear to be developing new exercise habits, shifting from traditional gym memberships to home workouts or multi-site passes

A Year We Won't Forget, Lessons To Remember

The health & wellness industry is broad – one of the broadest – and includes health supplements, nutraceuticals, wearable devices, and tech applications, all geared to helping people achieve and maintain good health. All of these subsectors, coincidentally, were also in the spotlight in 2020 during the global pandemic when people became more aware, and potentially concerned, about their health, while conflicted over stepping into a doctor's office or hospital.

That's understandable. Health officials did a thorough job of explaining the presence of COVID-19 and issuing stay-at-home orders. But the unintended consequence appears to have been a dramatic drop in so-called "ambulatory care," traditional and non-emergency doctor visits. And while some may have been fearful of seeking care in a traditional setting, others may have been unable, as a widespread loss of jobs corresponded to a loss of health insurance. In surveys, U.S. physicians reported 60%-80% drops in patient visits.¹

Although patients shied away from doctors' offices, they were also increasingly reminded of the importance of overall wellness, maintaining their immune system, and monitoring personal health.² Nutritional supplements were poised to surge.⁵ As the pandemic spread, research found wearable fitness trackers designed to help people monitor general health may also help detect symptoms of COVID-19 and bolster public health efforts.⁴ And home health tech became a part of daily life: Global sales of non-contact infrared thermometers were expected to jump 55% by year's end.¹¹ Global sales of blood oxygen measurement devices (oximeters) are predicted to rise at a compound annual growth rate (CAGR) of nearly 7% between now and 2027, from a \$1.75 billion industry to \$3.1 billion.³

This is all to say that while the pandemic dealt a crushing blow to some sectors, the health and wellness space appears to be benefiting from a communal quest for better health.

Nutraceuticals

Health & wellness was already a \$4.5 trillion global industry,^{2,26} including nutritional supplements. But an increase in health awareness and demand

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ABOUT SDR

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for nutritional supplements is driving that industry toward anticipated sales of \$230 billion in the U.S. alone by 2027, a CAGR of 8.2%. While the U.S. is the current sales driver, analysts expect a booming future in Asia Pacific countries.⁵

Sales of vitamin C, long promoted to boost immune systems, rocketed 76% in the first half of 2020 over previous year sales, reaching \$209 million. The powerful antioxidant is enjoying a broad belief that it may help fend off or fight COVID.⁶

Home Fitness

If consumers are avoiding doctors' offices, they are certainly steering clear of traditional gyms and workout classes, either by choice or government closure orders.²⁷ Home exercise equipment manufacturers had a tough time keeping up as gyms were forced to close and fitness fans sought better home equipment.⁷ Sales of Peloton home spin class equipment and subscriptions were up 172% during the pandemic and Peloton posted its first-ever quarterly profit in September.^{8,9} Home fitness companies became household names: Soul Cycle, Mirror, Bowflex, and more. To keep up with orders, Peloton in December of 2020 acquired global fitness equipment manufacturer Precor in a \$420 million deal.¹⁰ In 2H20, athletic apparel maker Lululemon acquired subscription-based home fitness platform Mirror for \$500 million.¹⁴ And tech-driven Tonal home fitness scooped up \$110 million in additional funding – including investments from Amazon and NBA stars.¹³

Health Tech

Health & wellness devices for everyday people are booming, from startups to established players, as people developed a new health focus that may last even after the pandemic is a memory. At the end of 2020, the global medical app market was estimated at \$4.2 billion, with the U.S. accounting for more than a third. By 2027, analysts predict the global market will reach nearly \$21 billion, with substantial growth in China.¹⁶

Health Tech covers a range of applications designed to help people maintain their health through sensible diet, setting goals, and exercise option. Many work with any smartphone or computer, not requiring a custom "wearable." The successful ClassPass app allows members to purchase credits online, redeemable for a range of exercise classes – even massages – with a choice of 5 million classes in 2,500 cities worldwide. In 2020, ClassPass raised \$285 million in its latest round of funding, achieving Unicorn status.^{17,18}

In August, the big guns of Amazon delivered a new entry, Halo, a wearable that connects to a smartphone app to go beyond counting steps to recording a variety of biometrics including intensity of activity and quality of sleep.¹⁵

Since May, popular health monitoring wearable maker FitBit has been studying the use of its devices as an early detection system for COVID-19. In October, the U.S. Army awarded the company \$2.5 million to pursue an algorithm and a proof-of-concept prototype.¹²

Buyers And Sellers: Demonstrating And Finding Value

The health & wellness industry is broad and deep. But the way we see it – for these entering or exiting the space – demonstrating and finding value will always be key.

- ❑ E-commerce: Lockdowns, voluntary or government mandated, are challenging brick-and-mortar retailers. GNC enjoyed great name recognition in the nutritional supplement field. But, already struggling to fend off online challengers, when the pandemic dried up mall foot traffic in 2020 the company struggled. GNC filed for bankruptcy in 1H20.^{19,20}
- ❑ Recurring Revenue (Subscription or Membership): The demonstrated ability to count on revenue even when the universe throws a curve is an attractive feature in a field as diverse and fluid as health & wellness.
- ❑ Supply Chain Security: The ability to produce and distribute products when traditional chains face headwinds should reassure investors. As 2020 demonstrated, a single-line supply or distribution chain is a recipe for disaster. Digital players in this space – such as subscription-based exercise programs – have an advantage. But even Peloton, built in part around online classes, felt the pinch when demand exceeded supply capability for its cycles.¹⁰



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- ❑ Brand Recognition and Trust: It's a crowded field full of newcomers and new ideas. The brand needs to stand out.
- ❑ Broad Product Line: Consumers are fickle. Who knew vitamin C was going to be this year's hot seller? What's next?
- ❑ Healthy Revenue to Debt Bottom Line: GNC was an American staple with an international footprint. But when an unprecedented health emergency choked revenue, debt sunk the ship.^{19,20}

Mergers & Acquisitions

In addition to activity previously mentioned, we saw other significant moves in health & wellness.

NewAge Beverages Corporation announced in July the acquisition of ARIIX, along with four additional companies in the e-commerce and direct selling channels. The combination creates a global company with revenues estimated at more than \$500 million in more than 75 countries.²¹

Nestlé Health Science, a global player in nutritional science, in July acquired a majority stake in Vital Proteins' collagen brand. It was reported to be the first major acquisition of a collagen-based wellness company.²²

And a new holding company, Brand Holdings LLC, led by sports industry veteran Jeff Hennion, in July acquired Dr. Emil Nutrition, a provider health and wellness supplements and sports nutrition products.²³

Here's to Health in 2021

It goes without saying, much in the health & wellness space will depend on the success of newly released vaccines and a return to life as we knew it before COVID. But for those who stay nimble and engaged, we see opportunity in health & wellness.

What new capabilities will the rollout of 5G technology deliver? How will a looming shortfall of doctors in the coming decade impact how consumers take care of themselves?²⁴ And how sticky will new trends in home exercise and health management be?

One thing we expect, is that we'll continue to see surprises and disruptions. Even as 2021 began, Chinese cell phone maker OnePlus unveiled wearable fitness trackers in India that track blood oxygen levels, sleep, and activity, with a two-week battery ... for just \$34.²⁵

Looking back at the end of 2019, nobody was talking about COVID-tracking smartphone apps, travel bans, or ZOOM meetings replacing board meetings. And there's no telling where creative minds will lead the sector in the future. Consider betting platforms where people put up cash then bet they can lose a wagered amount of weight in a set time, because those platforms already exist: HealthyWage.com and DietBet.com.

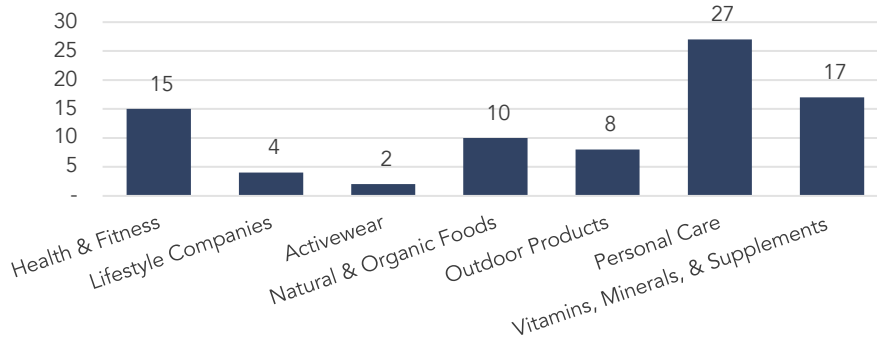
We are looking forward in 2021 to more innovation and a continuing consumer interest in health monitoring, maintenance, and improvement. As consumers adjust to whatever the "new normal" will be, health will be a focus of consumer behavior. After the biggest shakeup to daily life most of us can remember, we believe the consumer focus on health, fitness, and wellness may be profoundly different.²⁶



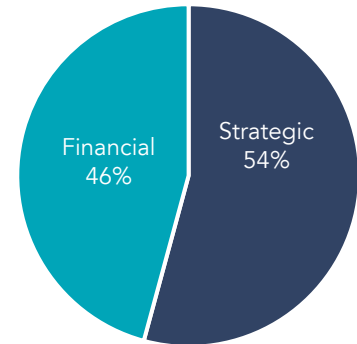


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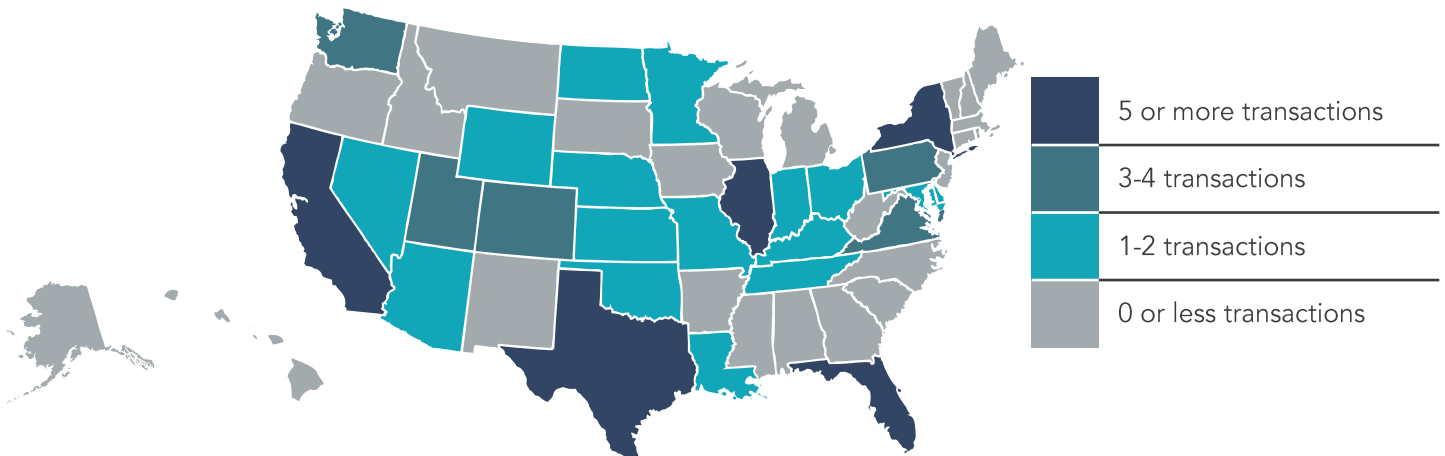
TRANSACTIONS BY SEGMENT



TRANSACTIONS BY TYPE



TRANSACTIONS BY LOCATION



TRANSACTION ACTIVITY

Date	Target	Buyer(s)	Segment	Amount (\$ in Mil)	TEV/ Rev	TEV/ EBITDA
12/29/2020	DermStore	The Hut Group	Personal Care	350.00	1.8x	-
12/23/2020	SmartyPants	Unilever (LON: ULVR)	Vitamins, Minerals, & Supplements	-	-	-
12/21/2020	Precor	Peloton (NAS: PTON)	Health & Fitness	420.00	-	-
12/21/2020	Sportsman's Warehouse (NAS: SPWH)	Bass Pro Shops, Goldman Sachs Merchant Banking Division	Outdoor Products	785.00	0.6x	6.5x
12/18/2020	MyFitnessPal	Francisco Partners	Lifestyle Companies	345.00	-	-
12/9/2020	Nutrisystem	Kainos Capital, MSD Private Capital	Health & Fitness	575.00	-	-
11/17/2020	GSM Outdoors	Gridiron Capital	Outdoor Products	275.00	-	-
11/16/2020	ARIIX	NewAge (NAS: NBEV)	Personal Care	10.00	-	-
11/2/2020	Tredegar (Personal Care Films)	Fitesa	Personal Care	45.00	0.3x	-
10/30/2020	BoxyCharm	IPSY	Personal Care	500.00	-	-
10/14/2020	Octane Fitness	True Fitness Technology	Health & Fitness	28.50	-	-

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Source: PitchBook Financial Data and Analytics

Note: This data represents recorded transactions only, and is not all-inclusive. Nevertheless, they are typically representative of the industry.



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ACTIVE BUYERS

MOST ACTIVE STRATEGIC BUYERS

Strategic Buyer	Inv. Date	Select Corporate Acquisitions
The Hut Group	12/29/2020	■ DermStore
	9/30/2020	■ Perricone MD
Unilever	12/23/2020	■ SmartyPants
	9/1/2020	■ Liquid I.V.
	7/26/2019	■ Tatcha
SC Johnson	10/31/2019	■ COOLA
	9/12/2019	■ Oars + Alps
Black Bear Sports Group	8/11/2020	■ Grundy Recreation Center
	7/20/2020	■ Patriot Ice Center
Procter & Gamble	1/8/2020	■ Billie
	2/5/2019	■ This Is L. Inc.
	12/12/2018	■ Walker & Company Brands, Inc.
Hi-Tech Pharmaceuticals	7/26/2019	■ Tatcha LLC
	4/18/2019	■ OLLY Public Benefit Corp.
	12/14/2017	■ Schmidt's Deodorant Co. LLC
	11/27/2017	■ Sundial Brands LLC
	6/19/2017	■ Kingdom Animalia LLC (d.b.a. Hourglass Cosmetics)

SELECT SPONSORS WITH ACTIVE PORTFOLIO HOLDINGS

Financial Buyer	Inv. Date	Select Corporate Investments
Centre Partners	3/20/2020	■ Guy & Oneill
	1/13/2020	■ Outdoor Recreation Company of America
	12/5/2019	■ BMC Mgmt
	3/29/2019	■ One World Fitness PFF LLC
Constitution Capital Partners	8/24/2020	■ KIK Personal Care
	3/20/2020	■ Boomerang Laboratories
Summit Partners	10/21/2020	■ Lipstick Queen
	8/21/2020	■ Playa
Trilantic Capital Management	9/12/2019	■ Southfit Holdings
	9/12/2019	■ Southfit
	7/10/2019	■ MJ Fitness Management
Swander Pace Capital	6/25/2019	■ Bragg Live Food Products, Inc.
	11/29/2018	■ Nutritional Medicinals LLC
	1/18/2018	■ J R Watkins LLC
	12/12/2016	■ Halo Innovations
	1/22/2016	■ Swanson Health Products, Inc.
TSG Consumer Partners LLC	4/9/2019	■ Anchor Fitness LLC
	3/12/2019	■ CorePower Yoga LLC
	10/5/2017	■ S&G Properties LLC

Source: PitchBook Financial Data and Analytics

Note: This data represents recorded transactions only, and is not all-inclusive. Nevertheless, they are typically representative of the industry.

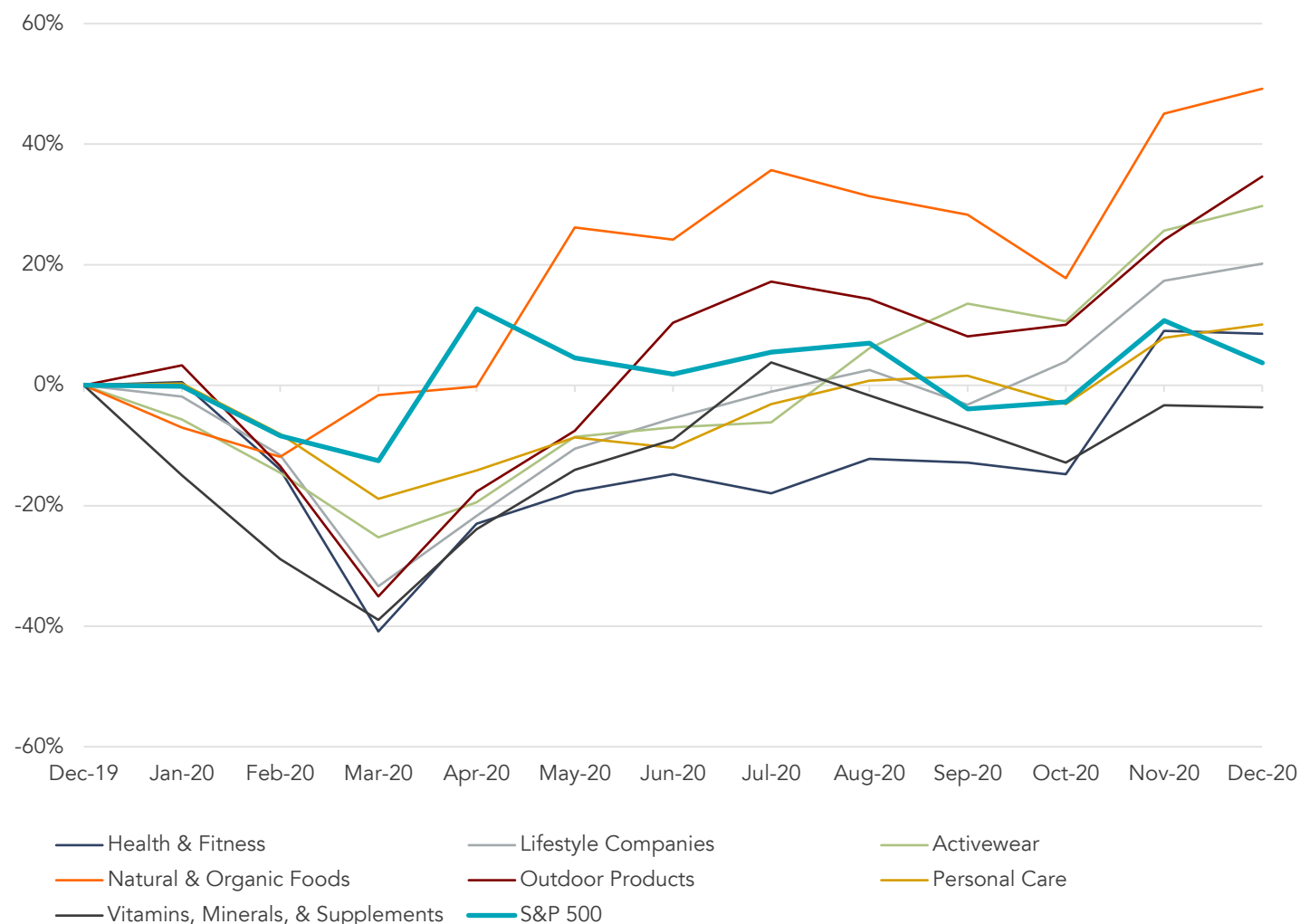


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PUBLIC BASKET

HEALTH & WELLNESS SEGMENTS VS. S&P 500

Segment Market Cap Performance vs. YE 2019



HEALTH & FITNESS

Company Name	Symbol	Market Stats					Operating Stats		LTM Multiples			NTM Multiples	
		Market Cap (\$ in Mil)	Price (\$)	Quarter Change	YTD Change	% of 52 Week High	Est. Revenue Growth	EBITDA Margin	TEV/ Rev	TEV/ EBITDA	Price/ EPS	TEV/ NTM Revenue	TEV/ NTM EBITDA
Planet Fitness	PLNT	\$ 6,717	\$ 77.63	22.2%	4.0%	87.5%	43.9%	29.9%	NM	NM	NM	12.3x	28.9x
Medifast (Maryland)	MED	2,311	196.34	18.7%	79.2%	94.1%	33.5%	14.2%	2.6x	17.7x	24.6x	1.9x	12.0x
WW	WTW	1,661	25.61	32.0%	(31.9%)	55.0%	NM	20.4%	2.3x	11.0x	19.5x	NM	NM
Nautilus	NLS	549	18.14	3.0%	936.6%	63.8%	23.5%	10.6%	1.1x	10.4x	16.5x	0.9x	5.2x
F.I.T Group	FIT	167	0.66	75.4%	52.9%	100.0%	NM	9.4%	3.4x	36.6x	43.0x	NM	NM
Segment Average				30.3%	208.1%	80.1%	33.6%	16.9%	2.3x	19.0x	25.9x	5.0x	15.4x
Segment Median				22.2%	52.9%	87.5%	33.5%	14.2%	2.4x	14.4x	22.1x	1.9x	12.0x

Source: PitchBook Financial Data and Analytics



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PUBLIC BASKET (CONTINUED)

LIFESTYLE COMPANIES

Company Name	Symbol	Market Stats					Operating Stats		LTM Multiples			NTM Multiples	
		Market Cap (\$ in Mil)	Price (\$)	Quarter Change	YTD Change	% of 52 Week High	Est. Revenue Growth	EBITDA Margin	TEV/ Rev	TEV/ EBITDA	Price/ EPS	TEV/ NTM Revenue	TEV/ NTM EBITDA
Garmin	GRMN	\$ 22,883	\$ 119.66	26.4%	22.7%	96.9%	10.0%	27.3%	5.4x	19.8x	22.5x	4.9x	18.1x
Vail Resorts	MTN	11,238	278.96	29.7%	16.3%	93.0%	1.3%	24.5%	7.5x	30.6x	NM	7.4x	28.6x
Brunswick (US)	BC	5,973	76.24	26.5%	27.1%	90.8%	21.5%	15.3%	1.6x	10.2x	19.8x	1.3x	7.5x
Polaris Industries	PII	5,879	95.28	0.8%	(6.3%)	86.4%	21.7%	5.1%	1.1x	21.0x	NM	0.9x	6.8x
Vista Outdoor	VSTO	1,384	23.76	13.2%	217.6%	88.1%	13.2%	3.1%	0.9x	30.1x	NM	0.8x	6.6x
GoPro	GPRO	1,248	8.28	79.2%	90.8%	90.3%	2.8%	2.6%	1.2x	48.4x	NM	1.2x	9.7x
Clarus Corporation	CLAR	478	15.40	6.4%	14.1%	86.8%	25.3%	5.2%	2.4x	46.2x	44.2x	1.9x	16.1x
Segment Average				26.0%	54.6%	90.3%	13.7%	11.9%	2.9x	29.5x	28.8x	2.6x	13.3x
Segment Median				26.4%	22.7%	90.3%	13.2%	5.2%	1.6x	30.1x	22.5x	1.3x	9.7x

ACTIVEWEAR

Company Name	Symbol	Market Stats					Operating Stats		LTM Multiples			NTM Multiples	
		Market Cap (\$ in Mil)	Price (\$)	Quarter Change	YTD Change	% of 52 Week High	Est. Revenue Growth	EBITDA Margin	TEV/ Rev	TEV/ EBITDA	Price/ EPS	TEV/ NTM Revenue	TEV/ NTM EBITDA
Nike	NKE	\$ 222,083	\$ 141.47	11.7%	39.6%	95.6%	23.7%	11.6%	5.8x	51.4x	79.9x	4.8x	29.5x
Lululemon Athletica	LULU	45,362	348.03	2.0%	50.2%	87.0%	25.8%	23.6%	11.2x	47.5x	81.7x	8.9x	33.4x
VF Corporation	VFC	33,310	85.41	19.3%	(14.3%)	85.2%	31.0%	4.7%	4.4x	NM	NM	3.4x	20.8x
Deckers Brands	DECK	8,054	286.78	21.7%	69.8%	93.2%	12.0%	19.5%	3.5x	17.8x	26.0x	3.1x	NM
Under Armour	UA	7,276	14.88	43.8%	(22.4%)	76.6%	7.2%	(9.7%)	1.9x	NM	NM	1.7x	26.1x
Foot Locker	FL	4,214	40.44	18.6%	3.7%	93.9%	4.4%	9.2%	0.8x	8.7x	12.7x	0.8x	8.2x
Wolverine World Wide	WWW	2,565	31.25	17.3%	(7.4%)	90.1%	16.9%	5.3%	1.7x	33.0x	76.2x	1.5x	11.2x
Sequential Brands Group	SQBG	24	14.35	204.0%	4.7%	57.9%	21.5%	(28.4%)	6.1x	NM	NM	5.0x	6.7x
Iconix Brand Group	ICON	17	1.26	80.0%	(6.7%)	65.6%	245.3%	(6.7%)	4.9x	NM	NM	1.4x	2.9x
Apex Development Bank	APEX	8	0.00	(9.8%)	(62.4%)	37.6%	NM	(8.0%)	5.0x	NM	NM	NM	NM
Segment Average				40.9%	5.5%	78.3%	43.1%	2.1%	4.5x	31.7x	55.3x	3.4x	17.4x
Segment Median				18.9%	(1.5%)	86.1%	21.5%	5.0%	4.7x	33.0x	76.2x	3.1x	16.0x

NATURAL & ORGANIC FOODS

Company Name	Symbol	Market Stats					Operating Stats		LTM Multiples			NTM Multiples	
		Market Cap (\$ in Mil)	Price (\$)	Quarter Change	YTD Change	% of 52 Week High	Est. Revenue Growth	EBITDA Margin	TEV/ Rev	TEV/ EBITDA	Price/ EPS	TEV/ NTM Revenue	TEV/ NTM EBITDA
The Hain Celestial Group	HAIN	\$ 4,041	\$ 40.15	14.2%	54.7%	98.8%	0.8%	5.2%	2.1x	7.9x	13.3x	2.1x	17.3x
United Natural Foods	UNFI	896	15.97	0.8%	82.3%	68.3%	0.9%	2.2%	0.2x	7.9x	13.3x	0.2x	6.6x
Seneca Foods	SENEA	362	39.90	8.8%	(2.2%)	83.0%	NM	10.8%	0.4x	4.0x	4.4x	NM	NM
Del Monte Pacific	D03	301	0.15	69.3%	52.9%	89.8%	NM	9.3%	0.9x	9.5x	0.4x	NM	NM
Segment Average				23.3%	46.9%	85.0%	0.9%	6.9%	0.9x	7.3x	7.8x	1.1x	12.0x
Segment Median				11.5%	53.8%	86.4%	0.9%	7.2%	0.7x	7.9x	8.8x	1.1x	12.0x

OUTDOOR PRODUCTS

Company Name	Symbol	Market Stats					Operating Stats		LTM Multiples			NTM Multiples	
		Market Cap (\$ in Mil)	Price (\$)	Quarter Change	YTD Change	% of 52 Week High	Est. Revenue Growth	EBITDA Margin	TEV/ Rev	TEV/ EBITDA	Price/ EPS	TEV/ NTM Revenue	TEV/ NTM EBITDA
Brunswick (US)	BC	\$ 5,973	\$ 76.24	26.5%	27.1%	90.8%	21.5%	15.3%	1.6x	10.2x	19.8x	1.3x	7.5x
Callaway Golf Company	ELY	2,261	24.01	22.7%	13.3%	94.7%	14.5%	(1.9%)	1.9x	NM	NM	1.6x	12.2x
Vista Outdoor	VSTO	1,384	23.76	13.2%	217.6%	88.1%	13.2%	3.1%	0.9x	30.1x	NM	0.8x	6.6x
Sturm, Ruger & Company	RGR	1,138	65.07	4.2%	38.4%	71.7%	6.6%	23.0%	2.0x	8.7x	17.3x	1.9x	6.8x
Johnson Outdoors	JOUT	1,136	112.63	36.0%	46.8%	98.5%	11.1%	14.7%	1.6x	11.0x	20.6x	1.5x	NM
Escalade	ESCA	300	21.17	9.8%	115.4%	92.9%	(0.9%)	13.7%	1.2x	8.7x	12.8x	1.2x	10.9x
Segment Average				18.7%	76.4%	89.4%	11.0%	11.3%	1.5x	13.7x	17.6x	1.4x	8.8x
Segment Median				17.9%	42.6%	91.8%	12.1%	14.2%	1.6x	10.2x	18.6x	1.4x	7.5x

Source: PitchBook Financial Data and Analytics



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PUBLIC BASKET (CONTINUED)

PERSONAL CARE

Company Name	Symbol	Market Stats					Operating Stats		LTM Multiples			NTM Multiples	
		Market Cap (\$ in Mil)	Price (\$)	Quarter Change	YTD Change	% of 52 Week High	Est. Revenue Growth	EBITDA Margin	TEV/ Rev	TEV/ EBITDA	Price/ EPS	TEV/ NTM Revenue	TEV/ NTM EBITDA
Unilever	ULVR	\$ 156,631	\$ 59.86	(3.6%)	4.9%	93.4%	NM	NM	3.2x	16.0x	25.0x	3.0x	13.1x
The Estée Lauder Companies	EL	96,256	266.19	21.3%	28.9%	99.6%	16.5%	12.2%	7.2x	NM	NM	6.2x	27.1x
ULTA Beauty	ULTA	16,178	287.16	25.6%	13.4%	94.3%	11.2%	9.6%	2.8x	29.1x	72.5x	2.5x	18.1x
Coty	COTY	5,377	7.02	146.3%	(37.6%)	54.0%	(2.2%)	(25.6%)	3.0x	NM	NM	3.0x	17.5x
Nu Skin Enterprises	NUS	2,788	54.63	6.7%	33.3%	95.8%	16.2%	12.1%	1.2x	9.8x	18.6x	1.0x	7.9x
Inter Parfums	IPAR	1,908	60.49	60.7%	(16.8%)	80.7%	19.3%	12.2%	3.6x	29.5x	60.5x	3.0x	21.0x
USANA Health Sciences	USNA	1,622	77.10	3.0%	(1.8%)	83.6%	6.5%	17.4%	1.2x	7.0x	14.3x	1.2x	6.8x
Sally Beauty Holdings	SBH	1,471	13.04	40.4%	(28.5%)	70.8%	8.5%	10.4%	0.9x	9.0x	13.2x	0.9x	6.5x
Revlon	REV	634	11.88	75.5%	(44.5%)	49.1%	9.3%	(1.6%)	2.0x	NM	NM	1.9x	12.7x
Lifevantage	LFVN	133	9.32	(21.4%)	(40.3%)	54.0%	1.6%	9.5%	0.6x	6.0x	11.1x	0.6x	4.8x
United-Guardian	UG	66	14.38	(4.1%)	(26.8%)	69.5%	NM	43.0%	4.6x	10.7x	16.0x	NM	NM
Natural Health Trends	NHTC	57	4.98	(13.3%)	(7.4%)	60.2%	NM	(4.0%)	NM	NM	NM	NM	NM
CCA Industries	CAWW	15	2.00	(2.4%)	(32.4%)	67.1%	NM	NM	NM	NM	NM	NM	NM
Segment Average				28.8%	(17.2%)	70.8%	8.8%	8.3%	2.2x	14.4x	29.4x	1.8x	11.9x
Segment Median				6.7%	(26.8%)	69.5%	8.9%	10.0%	2.0x	9.8x	16.0x	1.5x	10.3x

VITAMINS, MINERALS & SUPPLEMENTS

Company Name	Symbol	Market Stats					Operating Stats		LTM Multiples			NTM Multiples	
		Market Cap (\$ in Mil)	Price (\$)	Quarter Change	YTD Change	% of 52 Week High	Est. Revenue Growth	EBITDA Margin	TEV/ Rev	TEV/ EBITDA	Price/ EPS	TEV/ NTM Revenue	TEV/ NTM EBITDA
Herbalife International of America	HLF	\$ 5,844	\$ 48.05	0.3%	0.8%	90.8%	14.4%	13.1%	1.4x	10.6x	18.6x	1.2x	8.2x
Medifast (Maryland)	MED	2,311	196.34	18.7%	79.2%	94.1%	33.5%	14.2%	2.6x	17.7x	24.6x	1.9x	12.0x
Greencore Group	GNC	836	1.59	22.8%	(54.8%)	44.4%	12.3%	4.9%	0.9x	17.5x	NM	0.8x	8.8x
Nature's Sunshine Products	NATR	294	14.95	24.1%	67.4%	98.4%	NM	9.1%	0.6x	7.0x	18.0x	NM	NM
Lifevantage	LFVN	133	9.32	(21.4%)	(40.3%)	54.0%	1.6%	9.5%	0.6x	6.0x	11.1x	0.6x	4.8x
Mannatech	MTEX	39	18.60	11.0%	15.6%	91.5%	NM	5.1%	0.2x	3.5x	5.7x	NM	NM
Segment Average				9.3%	11.3%	78.9%	15.5%	9.3%	1.0x	10.4x	15.6x	1.1x	8.4x
Segment Median				14.9%	8.2%	91.2%	13.4%	9.3%	0.7x	8.8x	18.0x	1.0x	8.5x

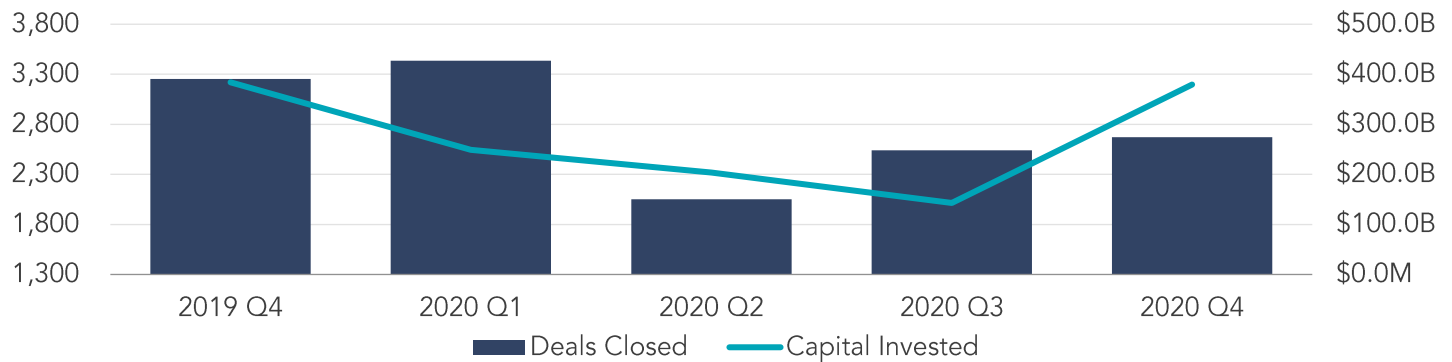
Source: PitchBook Financial Data and Analytics



HEALTH & WELLNESS REPORT

U.S. M&A ACTIVITY SNAPSHOT

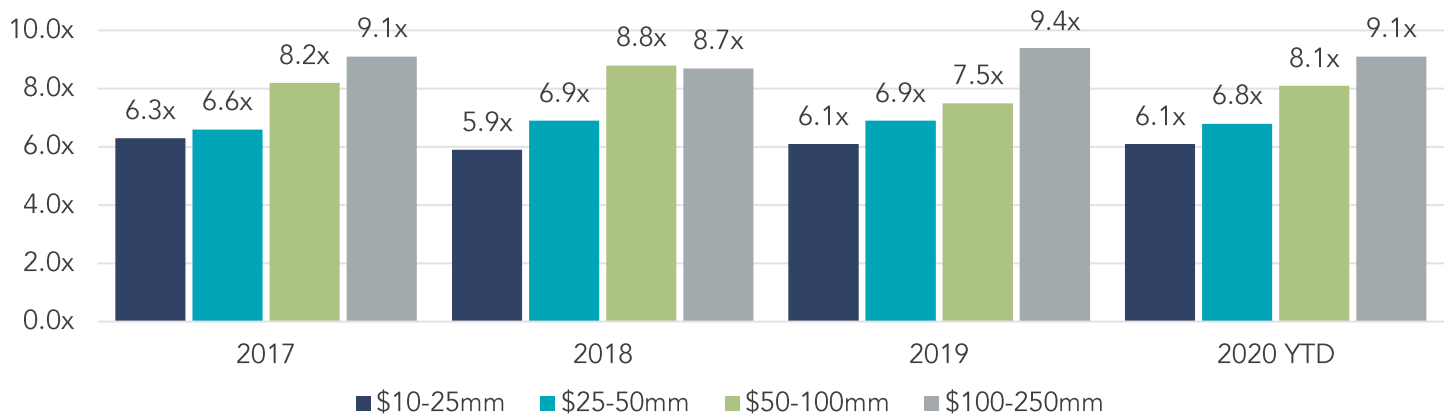
OVERALL U.S. M&A ACTIVITY



Source: PitchBook Financial Data and Analytics

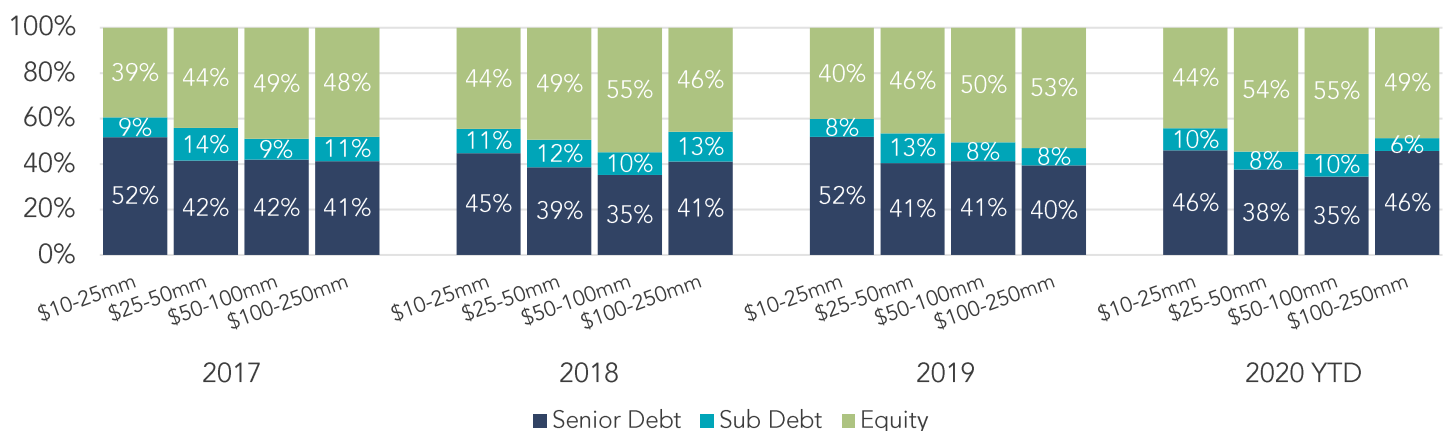
LOWER MIDDLE MARKET PRIVATE EQUITY TRANSACTION MULTIPLES

EBITDA Multiples By Transaction Size



Source: GF Data®

CAPITAL BREAKDOWN – LOWER MIDDLE MARKET PRIVATE EQUITY TRANSACTIONS



Note: The most current source of GF Data is as of November 2020.

Source: GF Data®



HEALTH & WELLNESS REPORT

HEALTH & WELLNESS EXPERTISE

Health & Wellness has become a very active industry of late, but we have been involved in the space for several years. Our experience and drive have put us at the leading edge of information in the market, giving you an advantage when the time comes to buy, sell or seek investments to grow your business.

Our Health & Wellness investment banking expertise includes the following industry segments:

- ☐ Health & Fitness
- ☐ Lifestyle Companies
- ☐ Activewear
- ☐ Natural & Organic Foods
- ☐ Outdoor Products
- ☐ Personal Care
- ☐ Vitamins, Minerals & Supplements

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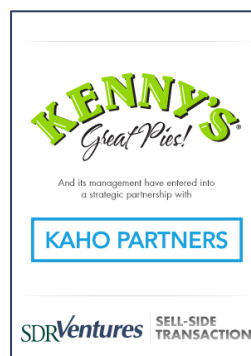
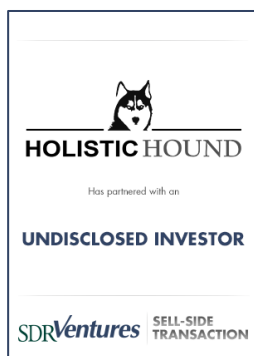
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SELECT CONSUMER EXPERIENCE

SDR has completed numerous transactions types throughout various industries, including:



SDR SERVICE OFFERINGS



SELL-SIDE ADVISORY



PRIVATE CAPITAL FORMATION



BUY-SIDE ADVISORY



STRATEGIC CONSULTING



HEALTH & WELLNESS REPORT

2H 2020 TRANSACTION ACTIVITY

Date	Target	Buyer(s)	Segment	Amount (\$ in Mil)	TEV/ Rev	TEV/ EBITDA
12/31/20	Googan Baits	Made By Influence, Rise Run Capital	Outdoor Products	-	-	-
12/31/20	TITLE Boxing Club	BoxUnion	Health & Fitness	-	-	-
12/29/20	DermStore	The Hut Group	Personal Care	350.00	1.8x	-
12/23/20	SmartyPants	Unilever (LON: ULVR)	Vitamins, Minerals, & Supplements	-	-	-
12/21/20	Precor	Peloton (NAS: PTON)	Health & Fitness	420.00	-	-
12/21/20	Sportsman's Warehouse (NAS: SPWH)	Bass Pro Shops, Goldman Sachs Merchant Banking Division, Pamplona Capital Management	Outdoor Products	785.00	0.6x	6.5x
12/18/20	MyFitnessPal	Francisco Partners	Lifestyle Companies	345.00	-	-
12/17/20	Wholesome Sweeteners	Act II Global Acquisition (NAS: FREE)	Natural & Organic Foods	-	-	-
12/16/20	Med-Nap	Acme United (ASE: ACU)	Personal Care	-	-	-
12/15/20	Leah Chavie Skincare	Renew U MediSpa	Personal Care	-	-	-
12/9/20	Nutrisystem	Kainos Capital, MSD Private Capital	Health & Fitness	575.00	-	-
12/1/20	Every Man Jack	The Carlyle Group (NAS: CG)	Personal Care	-	-	-
12/1/20	Ladder (Food Products)	Openfit	Vitamins, Minerals, & Supplements	-	-	-
12/1/20	Sweet Green Fields	Tate & Lyle (LON: TATE)	Natural & Organic Foods	-	-	-
11/18/20	Organic Candy Factory	Vertical Wellness	Natural & Organic Foods	-	-	-
11/17/20	GSM Outdoors	Gridiron Capital	Outdoor Products	275.00	-	-
11/16/20	ARIIX	NewAge (NAS: NBEV)	Personal Care	10.00	-	-
11/16/20	RP Sports	Therabody	Health & Fitness	-	-	-
11/10/20	Trophy Skin	Formula 5	Personal Care	-	-	-
11/3/20	The Dreaming Company	Ocean Electric (PINX: UCIX)	Vitamins, Minerals, & Supplements	-	-	-
11/3/20	Town Sports International Holdings (PINX: CLUBQ)	Tacit Capital Group	Health & Fitness	-	-	-
11/2/20	Tredegar (Personal Care Films)	Fitesa	Personal Care	45.00	0.3x	-
11/2/20	Duncan Enterprises (Duncan Cosmetics, The Beauty Brand Portfolio)	Carson Private Capital, Enhanced Capital Partners, HatchBeauty Brands, Lion Capital	Personal Care	-	-	-
10/30/20	BoxyCharm	IPSY	Personal Care	500.00	-	-
10/27/20	BDS Natural Products	Portobello Capital, Ramón Sabater	Natural & Organic Foods	-	-	-
10/27/20	BE Outfitter	OvareVentures	Outdoor Products	-	-	-
10/21/20	Lipstick Queen	General Atlantic, Morphe, Sofina (BRU: SOF), Summit Partners	Personal Care	-	-	-
10/20/20	International Flora Technologies	Cargill	Personal Care	-	-	-
10/19/20	Boa Technology	The Compass Group (NYS: CODI)	Activewear	-	-	-
10/15/20	NATURELO Premium Supplements	Arcadia Consumer Healthcare, Avista Capital Partners	Vitamins, Minerals, & Supplements	-	-	-
10/15/20	Tattooed Chef (NAS: TTCF)	Forum Merger II	Natural & Organic Foods	482.00	-	-
10/15/20	Yogaworks (Digital & Educational Arms and Intellectual Property)	Serene Investment Management	Health & Fitness	-	-	-
10/14/20	Greenteaspoon	PanTheryx, Pegasus Capital Advisors	Vitamins, Minerals, & Supplements	-	-	-
10/14/20	Octane Fitness	True Fitness Technology	Health & Fitness	28.50	-	-
10/13/20	Unit Skin Studio	Vitalyc Medspa	Personal Care	-	-	-
10/9/20	Bloomi Labs	Turner Venture Group (PINX: TVOG)	Vitamins, Minerals, & Supplements	-	-	-
10/9/20	Rock and Ice	Pocket Outdoor Media	Lifestyle Companies	-	-	-
10/5/20	ZO Skin Health	The Blackstone Group (NYS: BX)	Personal Care	-	-	-
10/1/20	Farm & Oven Snacks	Dewey's Bakery, Eurazeo (PAR: RF), Salem Investment Partners	Natural & Organic Foods	-	-	-
10/1/20	Living Ecology	INW Innovations in Nutrition + Wellness, Rosewood Private Investments	Natural & Organic Foods	-	-	-

Source: PitchBook Financial Data and Analytics

Note: This data represents recorded transactions only, and is not all-inclusive. Nevertheless, they are typically representative of the industry.



HEALTH & WELLNESS REPORT

2H 2020 TRANSACTION ACTIVITY (CONTINUED)

Date	Target	Buyer(s)	Segment	Amount (\$ in Mil)	TEV/ Rev	TEV/ EBITDA
10/1/20	Living Ecology	INW Innovations in Nutrition + Wellness, Rosewood Private Investments	Natural & Organic Foods	-	-	-
10/1/20	Rejuv Medical Aesthetic Clinic	American Securities, Ares Private Equity Group, Aspen Dental Management, Candescant Partners, Leonard Green & Partners	Personal Care	-	-	-
9/30/20	Perricone MD	The Hut Group (LON: THG)	Personal Care	-	-	-
9/30/20	Sky Fitness & Well Being	Genesis Health Club	Health & Fitness	-	-	-
9/24/20	Sera Labs	Cure Pharmaceutical (PINX: CURR)	Personal Care	40.00	3.6x	-
9/18/20	LashCo	Gauge Capital, St. Cloud Capital	Personal Care	-	-	-
9/18/20	Wtrmln Wtr	Caribé Juice	Natural & Organic Foods	-	-	-
9/17/20	miBrite	Smash Labs	Personal Care	-	-	-
9/14/20	HiLo Nutrition	Bettera Wellness, Highlander Partners	Vitamins, Minerals, & Supplements	-	-	-
9/9/20	Estyle	Clarion Capital Partners, Yukon Partners	Personal Care	-	-	-
9/4/20	Virgin Sport	Limelight Sports	Lifestyle Companies	-	-	-
9/3/20	Cremo Company	Edgewell Personal Care (NYS: EPC)	Personal Care	235.00	-	-
9/2/20	Mansfield-King	PLZ Aeroscience, Pritzker Private Capital	Personal Care	-	-	-
9/1/20	Jarrow Formulas	New Mountain Capital	Vitamins, Minerals, & Supplements	-	-	-
9/1/20	Liquid I.V.	Unilever (LON: ULVR)	Vitamins, Minerals, & Supplements	-	-	-
9/1/20	Mana Products	Traub Capital	Personal Care	-	-	-
8/31/20	Great Lakes Gelatin	WM Partners	Personal Care	-	-	-
8/27/20	BBQGuys	Aberdeen Asset Management, ACE & Company, BPEA Private Equity, Brand Velocity Partners, Solamere Capital	Outdoor Products	-	-	-
8/25/20	Bariatric Fusion	North Castle Partners, Vital Nutrients	Vitamins, Minerals, & Supplements	-	-	-
8/24/20	KIK Personal Care	Constitution Capital Partners, Voyant Beauty, Wind Point Partners	Personal Care	-	-	-
8/21/20	Playa	General Atlantic, Morphe, Sofina (BRU: SOF), Summit Partners	Personal Care	-	-	-
8/20/20	Glukos	Ares Capital (NAS: ARCC), Bregal Partners, Quilvest Private Equity, Shock Doctor	Vitamins, Minerals, & Supplements	-	-	-
8/20/20	Wild Things Gear	National Safety Apparel	Outdoor Products	-	-	-
8/18/20	Higdon Outdoors	Clearview Capital, Vertikal Brands	Outdoor Products	-	-	-
8/18/20	KetoSports	Limitless Venture Group (PINX: LVGI)	Vitamins, Minerals, & Supplements	-	-	-
8/14/20	Modell's Sporting Goods	Retail E-commerce Venture	Lifestyle Companies	3.64	-	-
8/11/20	Grundy Recreation Center	Black Bear Sports Group	Health & Fitness	-	-	-
8/7/20	CrossFit	Berkshire Partners	Health & Fitness	-	-	-
8/7/20	General Nutrition Centers	Harbin Pharmaceutical Group Holding Company (SHG: 600829)	Vitamins, Minerals, & Supplements	760.00	0.4x	-4.4x
8/1/20	SPC at the Star (Sports Performance, Training and Fitness Business)	Undisclosed	Health & Fitness	-	-	-
7/31/20	4FRNT Skis	Charlie Johnson, Will Armenta and Ebi Lange	Outdoor Products	-	-	-
7/31/20	Aphex BioCleanse Systems	Sunset Capital Assets	Personal Care	-	-	-
7/31/20	Simply Natural Foods	AUA Private Equity Partners, TruFood Manufacturing	Natural & Organic Foods	-	-	-
7/30/20	Gold's Gym International	RSG Group	Health & Fitness	100.00	-	-
7/22/20	A1supplements	Gotham Cigars	Vitamins, Minerals, & Supplements	-	-	-
7/21/20	LIMU	NewAge (NAS: NBEV)	Natural & Organic Foods	-	-	-
7/20/20	Patriot Ice Center	Black Bear Sports Group	Health & Fitness	-	-	-
7/17/20	The Athletic Club	Genesis Health Club	Health & Fitness	-	-	-
7/14/20	Siege Sports	Bridge Lake Partners	Activewear	-	-	-

Source: PitchBook Financial Data and Analytics

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HEALTH & WELLNESS REPORT

2H 2020 TRANSACTION ACTIVITY (CONTINUED)

Date	Target	Buyer(s)	Segment	Amount (\$ in Mil)	TEV/ Rev	TEV/ EBITDA
7/11/20	Vital Proteins	Nestlé Health Science	Vitamins, Minerals, & Supplements	-	-	-
7/10/20	Sanfacon (U.S. Towelette Business)	Kari-Out	Personal Care	-	-	-
7/8/20	Mirror (Social/Platform Software)	Lululemon Athletica (NAS: LULU)	Health & Fitness	500.00	3.3x	-
7/7/20	Dr. Emil Nutrition	Brand Holdings LLC	Vitamins, Minerals, & Supplements	-	-	-
7/1/20	PEScience	Oxer Capital	Vitamins, Minerals, & Supplements	-	-	-

Source: PitchBook Financial Data and Analytics

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HEALTH & WELLNESS REPORT

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HEALTH & WELLNESS REPORT

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