



HEALTH & WELLNESS REPORT

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

SDR*Ventures*

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1H 2023



HEALTH & WELLNESS REPORT

HEALTH & WELLNESS 1H23: WHAT TO KNOW

- ❑ The free money/cheap money days are in the rear view, and that may be putting more pressure on Health & Wellness companies to demonstrate profitability and value, not just potential. Pandemic stimulus checks are over, and interest rates to borrow are rising.
- ❑ Shoppers loved e-commerce until they didn't. We're watching a return to brick and mortar, making omnichannel the word of the day.
- ❑ If it's costing more to borrow money (it is), private equity firms and companies with big stockpiles of cash hold the upper hand and can set the rules. Cash-ready private equity is on the prowl.

Health and Wellness: Alive and Well

If ever a segment depended on consumer sentiment, discretionary spending, and trends, it's Health & Wellness. The COVID-19 pandemic refocused consumers on what's going on in their bodies and staying healthy. The federal government's reaction also pumped the U.S. economy with stimulus cash and provided financial relief to businesses. That stuff is over now. Instead of free money from Uncle Sam, consumers have seen prices at the store creep up with inflation and then the cost of borrowing – including credit cards – rise as the Fed jacks up interest rates to fight that inflation. Consumers can't get a break, either deal with higher costs or higher credit card rates.^{1,2,3,4,5}

Consumer trends also go beyond what they buy. It also includes how they buy it. The pandemic drove customers to online, home delivery, and contactless at-store pickups. But we have short memories, and not every learned behavior sticks. Consumers are showing they still like shopping in stores, and Health & Wellness products are no exception, as we see customers returning to brick and mortar. E-commerce isn't enough for brands that want to grow or maintain market share. The new word is omnichannel. Meet the customers wherever they are, online or in store.⁶

Perhaps as a result of so much uncertainty, both in the economy and consumer sentiment, M&A activity in the consumer-focused Health and Wellness sector was a bit slow in 1H23. We may also be witnessing some crossed signals over valuation between sellers and buyers. Financing or even restructuring debt is increasingly expensive, and we expect private equity, flush with dry powder, to lead the charge, as buyers recognize a growing interest in healthy, natural products. Gut health, nutrition as medicine, and transparency appear to be today's magnets for investment.^{7,8,9}

Private Equity: Their Money, Their Rules

With interest rates heading higher and banks watching their own backs, the private equity community, sitting on a mountain of cash after a strong fund-raising end to 2022, may hold the reins. As a result, sellers will be looking to play by today's rules. Nobody can predict the future, but we'll see in the

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ABOUT SDR

Established in 2002, SDR Ventures has developed deep M&A and capital transaction knowledge and expertise. SDR offers transaction advisory, private capital formation and business consulting services across a wide range of industries. We serve business owners and operators of privately held companies and provide them with a professional-class experience.

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second half of the year what PE actually wants.^{9,10,11}

Adding to the uncertainty, we're seeing geopolitical and financial instability and a consumer landscape that's been buffeted by the kind of change we can only hope we'll never see again in our lifetimes. We feel it's only natural to expect PE investors to be looking for solid ground. Sure, the venture capital teams love a splashy idea, but the promise of endless growth is sometimes just smoke and mirrors. Looking at you, Theranos. PE teams, on the other hand, are careful. They expect a return on investment in a specified period of time. Got a good idea? Show me. Show me repeatable revenue, profitability, potential for continued straight line growth, left to right and up. Investors are also looking for resiliency and staying power. You made a fortune in 2020 selling N-95 masks? Not sure that has staying power today. We expect today's buyers in the ever-shifting consumer-driven Health & Wellness sector will also want to see a level of flexibility, a track record of adapting to changing tastes, and an understanding of what's next. There's a reason PE investors have a lot of cash right now, they're often the smartest guys in the room. Acquisitions cost money, not just the purchase and/or financing, but also the rebranding, the overhaul and integration of IT systems, and the severance of surplus management or closing of unneeded offices. Integration of an acquisition can run 7%-10% of the target's revenue... and if the target isn't making money? Well, smart money doesn't chase losses. We saw what happened in the dot.com bubble of 1995-2000 when investors threw money at dreamers, never mind the P/E ratio, intrinsic value, and debt-to-equity ratio. Selling a dollar for 75 cents and hoping to make it up on volume is no recipe for success. It's no coincidence the bubble back then burst as the Fed raised interest rates. Sound familiar? We won't expect too many risky, pie-in-the-sky investments in the near future. Rather, we're watching value-driven, profit-focused deals that bring real returns to the buyer. As we see it, for buyers that means exceptional due diligence and sticking to a plan. For sellers, they'll want to show demonstrated, consistent profit and growth.^{12,13,14,15,16}

Where you Sell Matters: The Shifting Marketplace

Social media marketing rules and consumer feelings over social media channels may have repercussions for the e-commerce heavy Health & Wellness sector. When Gen Z starts to feel there's too much pressure to be perfect on social media, and when social media marketing isn't the Wild West anymore, companies will need to adapt. The Federal Trade Commission (FTC) today is looking at online ads the same way it reviews traditional media advertising for truth, transparency, and clarity. Even social media "influencers" (think TikTok and Instagram) are under scrutiny. Advertising can get people in trouble. Testimonials and endorsements aren't without consequences. Manipulating online reviews recently cost Nestle's dietary supplement company Bountiful a \$600,000 fine.^{17,18}

The big three in online advertising – Apple, Google, and Meta (Facebook) – have made, and continue to make, changes to how their platforms track users and employ that data to boost online advertising efficiencies. It's unclear what that will mean for products that depend on online ads and e-commerce, but we have to think it won't be great and will require adjustments. Google in 2024 is looking to disable third-party "cookies" – those internet markers that make sure the pair of shoes you looked at once follow you around the web for the next six months. The Firefox browser is hunting down cookies as well. Narrowly targeting consumers on digital platforms is getting harder, and that means it will get a lot more expensive, especially for small, niche companies. This is not a small development, and savvy investors are watching how start-up companies react.^{19,20,21,22}

With people wearing masks, schools closed, and restaurants offering delivery only, the pandemic was a boom period for e-commerce. Stuck working from home, sitting in front of a computer, and eating takeout? Why not cruise the web for some nutritional supplements. But the pandemic is over. The feds even said so. We'll be watching for how Health & Wellness brands continue their momentum as consumers return to brick and mortar shopping and how they'll continue to engage and retain younger, sometimes more skeptical, new customers. We're seeing that any growth in the sector is being driven by retail, in-person shopping. And we'll be watching for brands that can stretch from e-commerce to omnichannel success. Markets change, successful companies adapt.^{23,24,25}



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Mixing The Ingredients: Mergers & Acquisitions

- ❑ A couple of moves shook up the weight loss world, both involving household name: Jenny Craig. The 40-year-old, California-based company, held by private equity group H.I.G. Capital, filed for bankruptcy in May and announced it was closing its pricey meal delivery service and hundreds of weight loss centers around the country and the world. The company was reportedly \$250 million in debt and facing challenges from competitors, including online competitors such as Noom and the new weight loss drug Ozempic. The pandemic pushed the company toward online coaching, but it was too little, too late. But wait, there's more to the story. A month later, Chapter 7 filing barely in the rearview, rival Wellful snapped the brand's assets out of bankruptcy and said it will be reviving Jenny Craig as an e-commerce platform with delivered meals ordered online and online coaching. Wellful, which also owns Nutrisystem, acquired Jenny Craig's intellectual property, including the brand, for an undisclosed cost, estimated earlier by the bankruptcy court at up to \$10 million.^{26,27}
- ❑ In May, Franchise Group – owner of health supplement, vitamin and health and beauty retailer Vitamin Shoppe – announced plans to go from NASDAQ-traded to privately held in a \$2.6 billion move by a consortium of investors led by Franchise's CEO and senior leadership, which will stay on to lead the newly-private company. Franchise Group, which also includes furniture outlets, has some 3,000 retail outlets, including Vitamin Shoppe, which also has a robust e-commerce platform as well as retail locations.^{28,29}
- ❑ Also in May, privately held Biofarma Group acquired New Jersey-based US Pharma Lab in a highly structured, creative deal that involves Pharma Lab stakeholders funding part of the deal and remaining involved. Pharma Lab is a fast-growing nutraceutical Contract Development Manufacturing Organization (CDMO) focused on the development, manufacture, and distribution of nutraceuticals including probiotics, vitamins, minerals, supplements, and premium dietary ingredients. Biofarma said the move makes it the first global CDMO focused on nutraceuticals. The company will have production facilities in the U.S. as well as Europe and Asia.³⁰

Nothing Artificial About This (Marketing) Intelligence

While we're watching a back-to-normal, back-to-basics approach – show us the profitability, show us you can sell to anyone, anywhere – we're also watching a new wild card: Artificial Intelligence. AI. It's been hard to read or see or hear anything in 1H23 without noticing AI and its rapid development. Bursting onto the scene in late 2022, AI has continued to grab headlines, and we can't help wonder how this will affect the sales of a consumer driven segment as personal as Health & Wellness products, from supplements to exercise programs and performance tracking.^{31,32}

Generative AI is being called as important to marketing as social media or even the internet were when they hit the mainstream. Think about how products were marketed in 1990, then in 2005, and now today. We'll be watching how Health and Wellness products adapt to changing times. Everything evolves. Do they even sell Flintstones Vitamins anymore (they do, but you were wondering there for a second). In this sector, you're either top of mind or bottom shelf. If the online bigs are changing the rules of marketing, generative AI may be the next step. Some are calling the impact of AI on marketing "seismic."^{33,34}

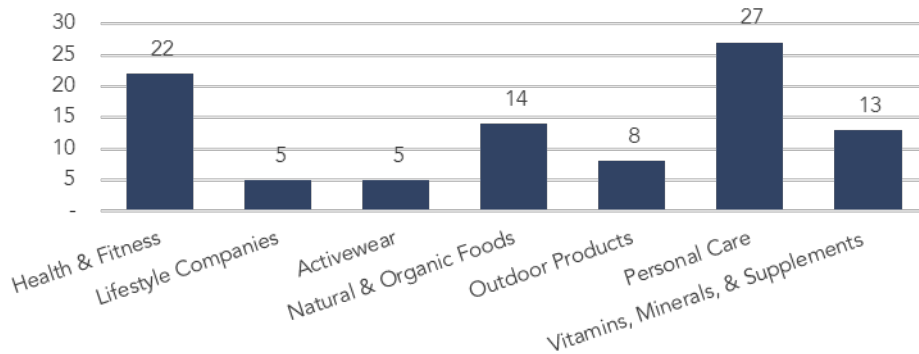
As for applications, think beyond nutritional suggestions and advertising to uses in fitness coaching, gym memberships, smart cardio equipment, wearables, sleep quality, even mental health.^{35,36,37}

The Health & Wellness sector is a fickle partner. We've come a long way from Jim Fixx's book "The Complete Book of Running" (he died at age 52, by the way). While we're watching how organizations evolve from the e-commerce boom of the pandemic and show meat and potatoes fundamentals to investors, we're keeping an eye on the future as well. Not every moonshot is a success. But not every moonshot is a bust either. Even if investors are focused on the bedrock of profitability and scalability, there may be value in innovation. Amazon started as a bookstore, today it pretty much runs the cloud. Just a few years ago, Peloton was a stationary bike for rich people, now it's an app. How many times can we say, "didn't see that coming."^{38,39,40}

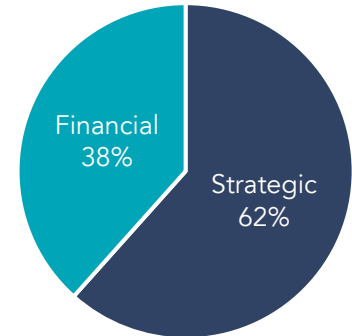


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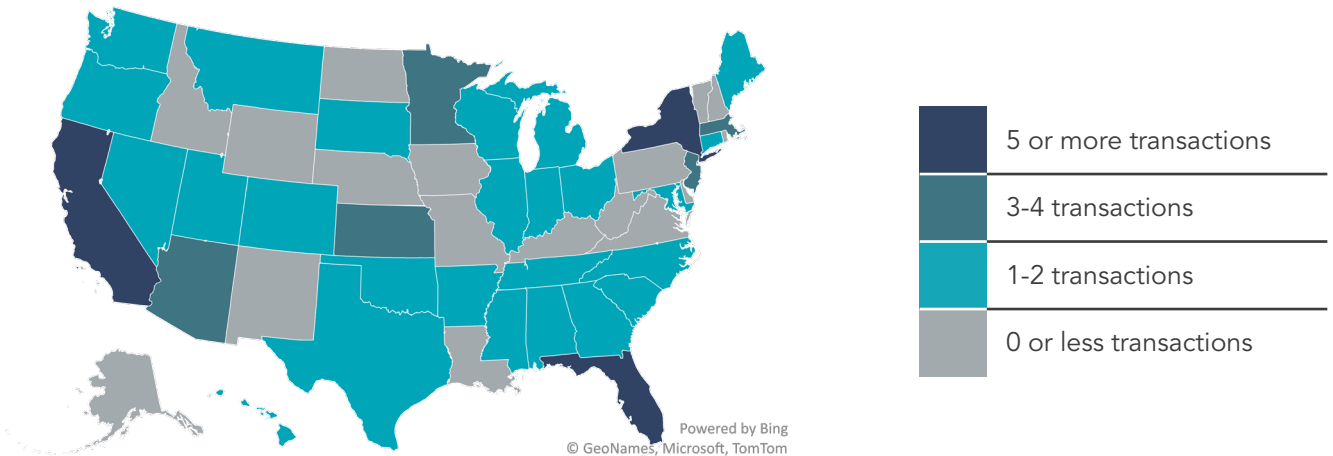
TRANSACTIONS BY SEGMENT



TRANSACTIONS BY TYPE



TRANSACTIONS BY LOCATION



TRANSACTION ACTIVITY

Date	Target	Buyer(s)	Segment	Amount (\$ in Mil)	TEV/Rev	TEV/EBITDA
6/23/2023	Sapientia Technology	Superlatus	West Coast	10.00	-	-
6/5/2023	Avrio Health	Arcadia Consumer Healthcare, Bansk Group, Constitution Capital Partners	Northeast	397.00	-	-
5/3/2023	Tactacam	Bertram Capital Management	Great Lakes	350.00	3.18	-
4/28/2023	BattlBox	Battlbrands Holdings	Southeast	7.17	0.38	-
4/27/2023	Revela (Woburn)	Fidelity Investments, First Light Capital Group, Franklin Templeton, IL Makiage, L Catterton	Northeast	76.00	-	-
4/11/2023	Morphe	&vest, Cerberus Capital Management, Jefferies Finance, Oaktree Specialty Lending BDC, Oaktree Strategic Income BDC	West Coast	33.00	0.06	-

If You Are a Business Owner Looking for Additional Transaction Activity Within Your Industry, Please Call Our Offices at 720.221.9220.

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

FIRM	SELECT SUBSIDIARY BRANDS		
			
			
			
			

SELECT SPONSORS WITH ACTIVE PORTFOLIO HOLDINGS

FIRM	SELECT SUBSIDIARY BRANDS		
			
			
			
			

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.

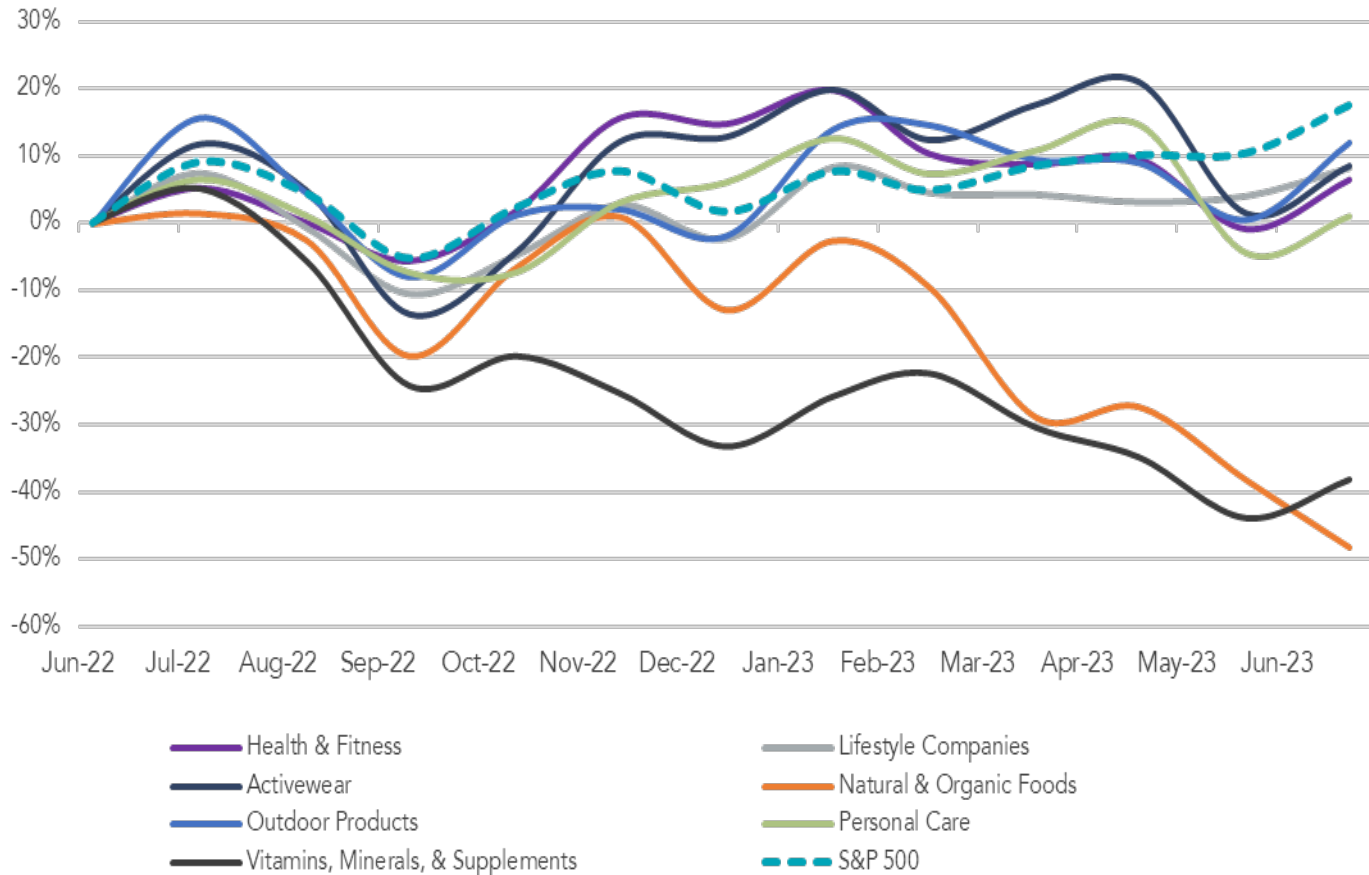


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PUBLIC BASKET

HEALTH & WELLNESS SEGMENTS VS. S&P 500

Segment Market Cap Performance – Running 12 Months



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	\$ 5,730	\$ 67.44	(13.2%)	(14.4%)	78.5%	16.6%	39.0%	7.8x	20.0x	NM	6.7x	16.4x
Medifast (Maryland)	MED	1,003	92.16	(11.1%)	(20.1%)	48.8%	(26.4%)	12.7%	0.6x	4.6x	7.2x	0.8x	NM
WW	WW	529	6.72	63.1%	74.1%	67.1%	0.0%	(28.1%)	1.9x	NM	NM	1.9x	13.2x
F.I.T Group	FIT	80	0.23	37.9%	55.9%	70.3%	NM	22.8%	2.2x	9.6x	7.6x	NM	NM
Nautilus	NLS	39	1.22	(9.0%)	(20.3%)	46.9%	1.1%	(29.0%)	0.2x	NM	NM	0.2x	(23.0x)
Segment Average				13.5%	15.0%	62.3%	(2.2%)	3.5%	2.6x	11.4x	7.4x	2.4x	2.2x
Segment Median				(9.0%)	(14.4%)	67.1%	0.6%	12.7%	1.9x	9.6x	7.4x	1.4x	13.2x

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	\$ 19,950	\$ 104.29	3.3%	13.0%	96.3%	6.9%	24.2%	3.8x	15.9x	20.9x	3.6x	14.0x
Vail Resorts	MTN	9,707	251.76	7.7%	5.6%	93.4%	6.3%	29.3%	4.2x	14.3x	NM	4.0x	12.7x
Polaris (US)	PII	6,882	120.93	9.3%	19.7%	97.6%	(1.8%)	12.7%	1.0x	7.7x	11.2x	1.0x	7.6x
Brunswick (US)	BC	6,127	86.64	5.7%	20.2%	93.0%	2.5%	17.3%	1.2x	7.0x	10.4x	1.2x	6.5x
Vista Outdoor	VSTO	1,604	27.67	(0.1%)	13.5%	84.9%	(5.4%)	6.6%	0.9x	13.2x	NM	0.9x	NM
GoPro	GPRO	644	4.14	(17.7%)	(16.9%)	59.9%	9.5%	0.4%	0.5x	NM	NM	0.5x	9.0x
Clarus (Utah)	CLAR	340	9.14	(3.3%)	16.6%	31.2%	0.0%	(11.7%)	1.1x	NM	NM	1.1x	8.0x
Segment Average				0.7%	10.3%	79.5%	2.6%	11.2%	1.8x	11.6x	14.1x	1.7x	9.6x
Segment Median				3.3%	13.5%	93.0%	2.5%	12.7%	1.1x	13.2x	11.2x	1.1x	8.5x

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	\$ 169,637	110.37	(10.0%)	(5.7%)	84.1%	6.3%	14.4%	3.3x	23.4x	34.2x	3.2x	22.6x
Lululemon Athletica	LULU	48,094	378.50	3.9%	18.1%	97.3%	14.6%	21.1%	5.7x	26.9x	NM	5.0x	18.7x
Deckers Brands	DECK	13,804	527.66	17.4%	32.2%	99.6%	12.2%	19.3%	3.6x	18.6x	27.2x	3.2x	16.3x
V.F.	VFC	7,421	19.09	(16.7%)	(30.9%)	39.3%	1.9%	4.0%	1.3x	31.4x	NM	1.2x	10.9x
Under Armour	UA	3,097	6.71	(21.3%)	(24.8%)	58.8%	1.6%	7.4%	0.7x	8.9x	8.0x	0.7x	9.4x
Foot Locker	FL	2,546	27.11	(31.7%)	(28.3%)	57.4%	(4.8%)	7.1%	0.6x	8.8x	10.3x	0.7x	9.5x
Wolverine World Wide	WWW	1,167	14.69	(13.8%)	34.4%	61.0%	(3.5%)	(5.5%)	0.9x	NM	NM	0.9x	8.0x
Segment Average				(10.3%)	(0.7%)	71.1%	4.0%	9.7%	2.3x	19.7x	19.9x	2.1x	13.6x
Segment Median				(13.8%)	(5.7%)	61.0%	1.9%	7.4%	1.3x	21.0x	18.8x	1.2x	10.9x

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
United Natural Foods	UNFI	\$ 1,146	\$ 19.55	(25.8%)	(49.5%)	40.5%	2.5%	2.0%	0.1x	7.5x	9.1x	0.1x	8.2x
The Hain Celestial Group	HAIN	1,119	12.51	(27.1%)	(22.7%)	49.1%	2.7%	(1.8%)	1.1x	NM	NM	1.1x	11.0x
Del Monte (Singapore)	D03	281	0.14	(18.3%)	(42.0%)	52.9%	4.1%	18.7%	1.1x	5.8x	6.9x	1.1x	NM
Seneca Foods	SENEA	251	32.68	(37.5%)	(46.4%)	47.5%	NM	6.7%	0.5x	7.3x	7.8x	NM	NM
Segment Average				(27.2%)	(40.1%)	47.5%	3.1%	6.4%	0.7x	6.8x	7.9x	0.8x	9.6x
Segment Median				(26.4%)	(44.2%)	48.3%	2.7%	4.3%	0.8x	7.3x	7.8x	1.1x	9.6x

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	\$ 6,127	\$ 86.64	5.7%	20.2%	93.0%	2.5%	17.3%	1.2x	7.0x	10.4x	1.2x	6.5x
Vista Outdoor	VSTO	1,604	27.67	(0.1%)	13.5%	84.9%	(5.4%)	6.6%	0.9x	13.2x	NM	0.9x	NM
Sturm, Ruger & Company	RGR	938	52.96	(7.8%)	4.6%	79.0%	(2.2%)	18.9%	1.4x	7.4x	13.0x	1.4x	NM
Johnson Outdoors	JOUT	630	61.45	(2.5%)	(7.1%)	83.7%	(0.8%)	9.3%	0.7x	8.0x	14.1x	0.7x	NM
Escalade	ESCA	183	13.35	(8.6%)	31.1%	84.3%	(7.7%)	7.9%	0.9x	12.0x	17.6x	1.0x	NM
Segment Average				(2.7%)	12.5%	85.0%	(2.7%)	12.0%	1.0x	9.5x	13.8x	1.1x	6.5x
Segment Median				(2.5%)	13.5%	84.3%	(2.2%)	9.3%	0.9x	8.0x	13.6x	1.0x	6.5x

Source: PitchBook Financial Data and Analytics



HEALTH & WELLNESS REPORT

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	\$ 130,060	\$ 51.68	(0.4%)	2.5%	89.8%	6.5%	21.2%	2.5x	11.7x	16.4x	2.3x	12.0x
Estée Lauder	EL	70,189	196.38	(20.3%)	(20.8%)	69.0%	9.6%	14.7%	4.7x	32.1x	NM	4.3x	22.3x
ULTA Beauty	ULTA	23,436	470.60	(13.8%)	0.3%	84.5%	7.4%	17.9%	2.4x	13.1x	19.1x	2.2x	13.0x
Coty	COTY	10,481	12.29	1.9%	43.6%	97.2%	9.6%	18.9%	2.8x	15.0x	NM	2.6x	14.2x
Inter Parfums	IPAR	4,329	135.23	(4.9%)	40.1%	83.9%	17.6%	21.1%	3.9x	18.6x	31.0x	3.3x	NM
Nu Skin Enterprises	NUS	1,657	33.20	(15.5%)	(21.3%)	70.2%	(0.3%)	6.0%	0.9x	15.2x	21.8x	0.9x	7.6x
Sally Beauty Holdings	SBH	1,328	12.35	(20.7%)	(1.4%)	67.0%	0.8%	10.5%	0.8x	7.5x	8.5x	0.8x	6.2x
USANA Health Sciences	USNA	1,217	63.04	0.2%	18.5%	82.3%	(2.0%)	12.3%	0.9x	7.7x	18.6x	1.0x	7.4x
Natural Health Trends	NHTC	64	5.53	11.9%	61.2%	78.5%	NM	2.7%	0.0x	0.8x	NM	NM	NM
Lifevantage	LFVN	56	4.35	21.2%	16.9%	75.8%	4.5%	2.7%	0.2x	8.8x	NM	0.2x	2.3x
United-Guardian	UG	38	8.26	(12.1%)	(20.8%)	47.4%	NM	27.7%	2.7x	9.8x	15.9x	NM	NM
Segment Average				(5.8%)	20.2%	80.5%	5.5%	12.8%	1.7x	11.1x	19.8x	1.8x	9.7x
Segment Median				(4.9%)	18.5%	82.3%	4.1%	12.3%	0.9x	13.1x	19.1x	1.6x	7.6x

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 Nutrition	HLF	\$ 1,310	\$ 13.24	(17.8%)	(11.0%)	43.2%	(2.7%)	11.5%	0.7x	6.3x	5.2x	0.7x	NM
Medifast (Maryland)	MED	1,003	92.16	(11.1%)	(20.1%)	48.8%	(26.4%)	12.7%	0.6x	4.6x	7.2x	0.8x	NM
Nature's Sunshine Products	NATR	260	13.65	33.7%	64.1%	94.3%	5.3%	6.4%	0.5x	8.1x	NM	0.5x	6.5x
Lifevantage	LFVN	56	4.35	21.2%	16.9%	75.8%	4.5%	2.7%	0.2x	8.8x	NM	0.2x	2.3x
Mannatech	MTEX	22	12.01	(30.4%)	(32.9%)	42.9%	NM	1.5%	0.1x	6.1x	NM	NM	NM
Segment Average				(0.9%)	3.4%	61.0%	(4.8%)	7.0%	0.4x	6.8x	6.2x	0.6x	4.4x
Segment Median				(11.1%)	(11.0%)	48.8%	0.9%	6.4%	0.5x	6.3x	6.2x	0.6x	4.4x

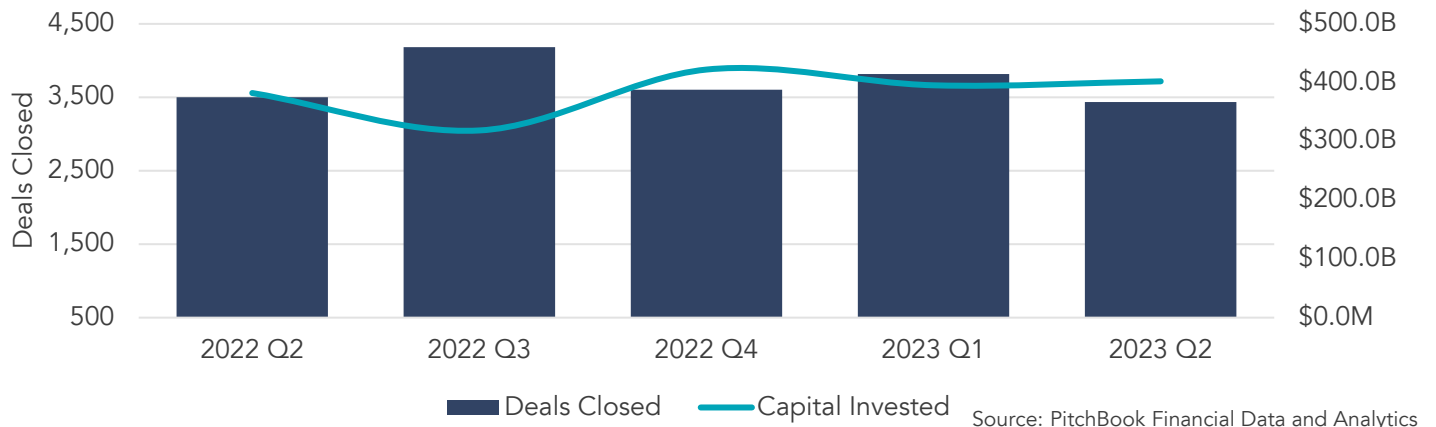
Source: PitchBook Financial Data and Analytics



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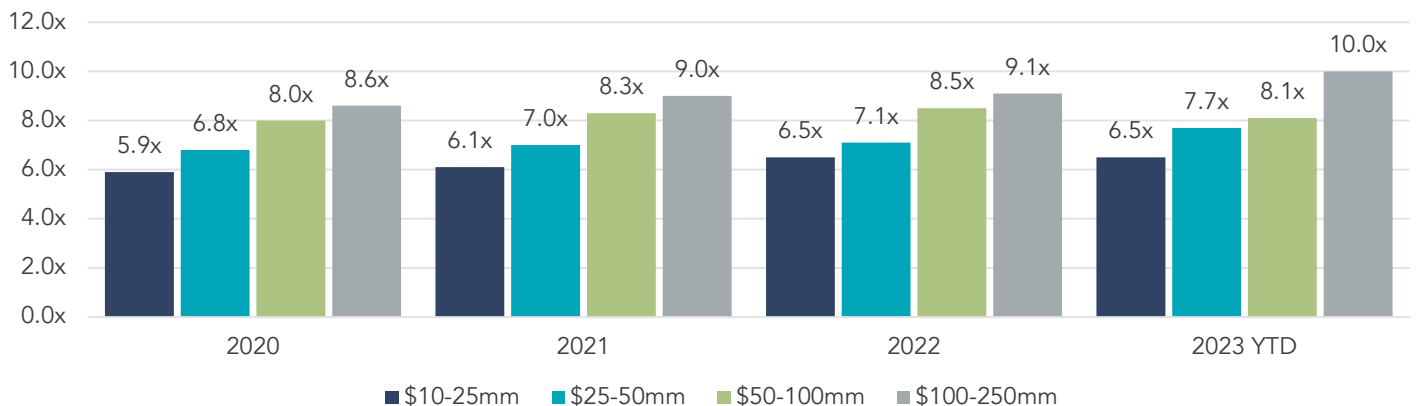
U.S. M&A ACTIVITY SNAPSHOT

OVERALL U.S. M&A ACTIVITY

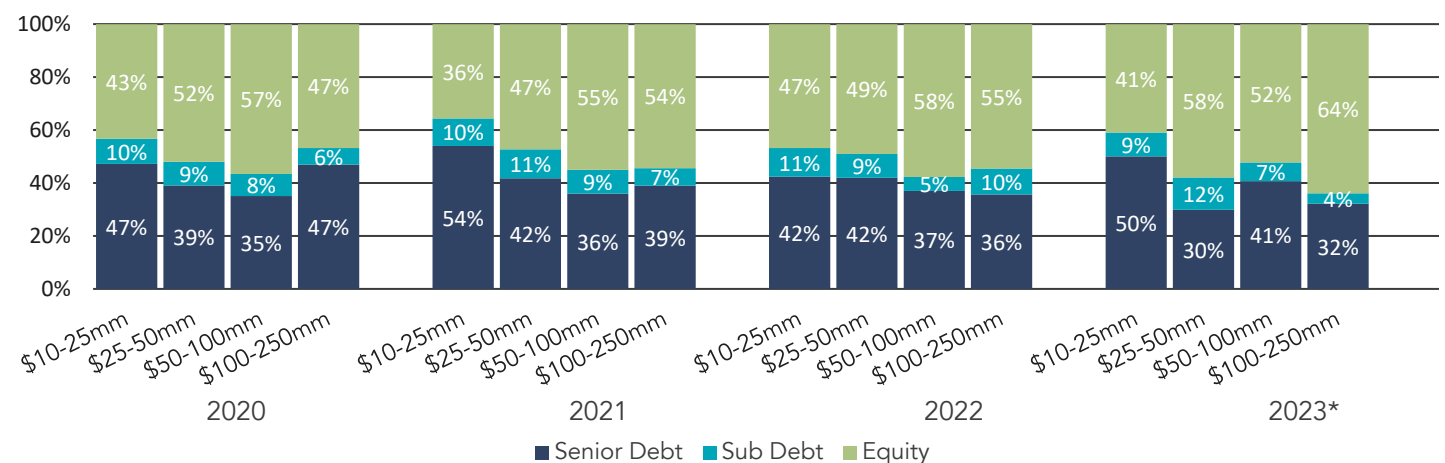


LOWER MIDDLE MARKET PRIVATE EQUITY TRANSACTION MULTIPLES

EBITDA Multiples By Transaction Size



CAPITAL BREAKDOWN – LOWER MIDDLE MARKET PRIVATE EQUITY TRANSACTIONS



Note: The most current source of GF Data is as of May 2023.

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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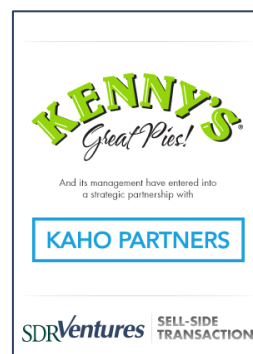
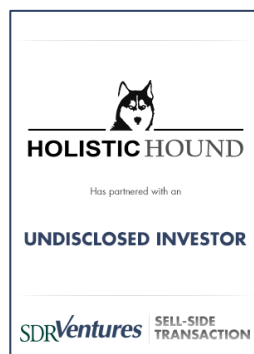
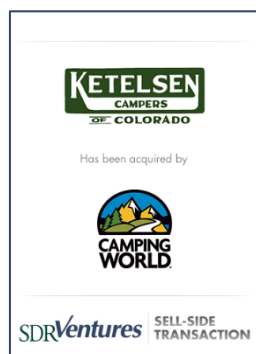
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SELECT CONSUMER EXPERIENCE

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



SDR SERVICE OFFERINGS



SELL-SIDE ADVISORY



PRIVATE CAPITAL FORMATION



BUY-SIDE ADVISORY



STRATEGIC CONSULTING



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