
IMPERIAL CAPITAL ACQUISITION FUND IV

Industry Initiative – Branded Consumer Products & Services

1. Primary Areas of Interest

Branded non-durable consumer products, with particular interest in the following sub-categories:

- 1) Beauty & Personal Care – see independent acquisition criteria list
- 2) Over-The-Counter Pharmaceuticals
- 3) Household Care

2. Secondary Areas of Interest

Other branded non-durable and semi-durable products, including:

- 1) Arts & Crafts
- 2) Accessories

Selected Consumer Services, including:

- 1) Franchised Organizations
- 2) Educational Services

3. Company Attributes – Acquisition Criteria

- Platform: \$5+ million EBITDA, \$25+ million revenue
- Not “faddish” in nature
- Growth > 5%
- Preferred equity investment of between \$20 and \$50 million (smaller investments for follow-on acquisitions)
- Canadian or American based
- Proven differentiation among its competitors

For companies that do not fall within Imperial Capital’s targeted industries, please review our General Investment Criteria on our website (<http://www.imperialcap.com/downloads.html>). We will consider investing in opportunities that fit our company and industry characteristics outside of these industries.

For further information concerning our Branded Consumer Products and Services industry initiative, please contact the following:

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