

REVENUE / EBITDA

\$27.0M **\$5.0M**

2024 REVENUE (PROJ) 2024 EBITDA (PROJ)

\$24.5M **\$4.4M**

2023 REVENUE 2023 EBITDA

BUSINESS HIGHLIGHTS

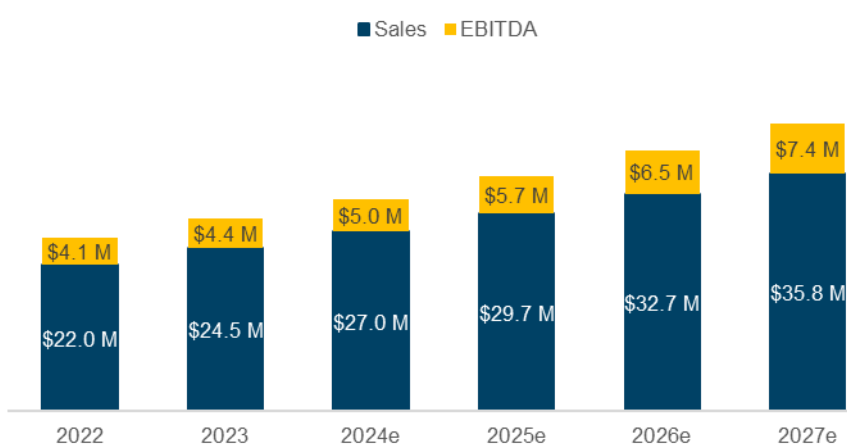
This Company is a fast-growing and prominent brand in the nail care industry, offering a range of high-quality products and training programs for both professional nail technicians and at-home users.

The Company specializes in acrylic nail enhancements, gel polish, and market leading nail salon equipment. Its products are highly regarded for their exceptional quality and long-lasting performance combined with innovative and stylish nail care options.

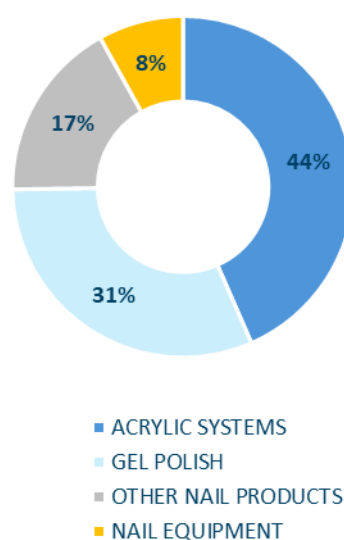
A strong and large brand ambassador team is utilized to promote its vibrant brand over social media to reach a critical mass of customers. Products are designed for use by nail care professionals and at home by nail care enthusiasts. The Company realizes 76% of sales from direct-to-consumer (DTC) transactions.

Management remains committed to advancing its brand in the nail care industry through innovation, superior product offerings and continual investment in sales and marketing. With a strong reputation for quality, trend-setting, and a customer-centric approach, the Company is poised to maintain its position as a trusted partner for nail professionals seeking cutting-edge, reliable and high-performing products.

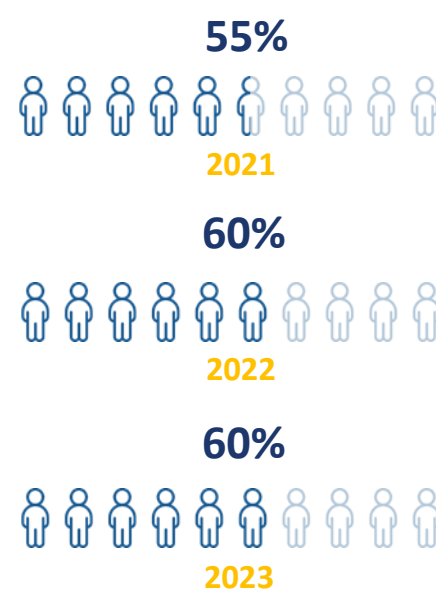
FINANCIAL PERFORMANCE (\$M)



REVENUE STREAMS



REPEAT BUSINESS



SALES CHANNELS

DIRECT-TO-CONSUMER	76%
DISTRIBUTORS	17%

GEOGRAPHIC MARKET

CALIFORNIA	21%
TEXAS	11%
FLORIDA	10%
NEW YORK	5%
OTHER U.S.	52%

FACILITIES (SF)

OFFICE/WAREHOUSES	16,800
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INVESTMENT APPEAL

- Established and Recognizable Brand:** The Company enjoys an industry disrupting reputation for its high quality and stylish products. Its brand ambassadors and online presence on Instagram, TikTok, and YouTube has generated over a million loyal and engaged followers and thousands of views daily.
- Highly Profitable Niche Business:** The Company is well positioned for consistent profitability and growth. Over the past three years EBITDA margins have averaged 19.6%.
- Industry Expertise:** Management has over 30 years of experience providing the highest quality products to salon professionals. Management is interested in remaining in place to execute growth opportunities.
- Diversified Product Portfolio and Customer Base:** Current product portfolio contains over 700 SKUs. In addition, no single customer accounts for over 1% of revenues.
- Strong Historical Sales Growth:** Between 2017-2020, the Company grew at an extraordinary 300%+ rate. The Company continued this momentum into 2021 and expects growth to escalate even further with new sales and marketing initiatives into the pro forma period.

EXPERIENCED TEAM

Company has a multi-disciplined team with expertise in:



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