



CPC seeks to increase the value of their investments by providing equity capital and ongoing strategic support

Firm Overview

Established in 2002, Circle Peak Capital (“CPC”) makes investments in and acquisitions of small- to mid-size consumer products companies.

Circle Peak seeks to maximize the potential for low-risk, long-term capital gains by:

- Combining proven management teams with seasoned advisors;
- Targeting companies with sizeable operating profit growth potential;
- Taking a disciplined, value approach to investing;
- Implementing optimized capital structures;
- Focusing on a pro-active, strategic-oriented exit strategy throughout the investment lifecycle.

Circle Peak invests through discretionary investment vehicles with our investors and co-investment partners, which include Circle Peak principals and advisors, family offices, high-net-worth individuals and CEOs, and hedge funds.

CPC Team Members have significant experience operating businesses and investing in the targeted sectors

Team Structure is Unique and Adds Significant Value

Circle Peak is led by experienced private equity professionals, operating executives, and a board of advisors. Each member of the team has between 10-30 years of direct investment and corporate operating experience in the sectors of our investment focus.

R. Adam Smith, President & CEO, has extensive direct investment and advisory experience at private investment firms, including Caxton-Iseman Capital, Inc. and Castle Harlan Inc., and leading investment banks, with particular experience working with small- and mid-cap companies.

CPC operating advisors serve as a unique source for proprietary deal flow, corporate governance input, and diligence of investment opportunities, and are able to help fill senior management and mentoring positions (CEO, Chairman, Board) at our portfolio companies.

The small- and mid-cap consumer products sector provides more opportunities to invest in companies with attractive valuations and above-average growth prospects

Target Company Description

Circle Peak invests in companies with between \$50 million and \$500 million in sales or transaction value. CPC seek to commit between \$10 million and \$100 million in equity and often partner with other sophisticated investors on larger transactions. Within the consumer products industry, CPC focus’s on the following sectors:

- Packaged food and beverage
- Restaurants
- Health and wellness
- Beauty and luxury
- Selected retail/apparel goods
- Household products
- Sporting goods / fitness
- Asset Management

Circle Peak welcomes the opportunity to speak with companies and management teams seeking growth capital, recapitalizations or buyout opportunities. Fell free to contact Circle Peak’s President & CEO with any inquiries at rasmith@circlepeakcapital.com.