



# Circle Peak Capital

Better partnerships, better brands.™

## Targeted Investments

Circle Peak Capital partners with private companies to help them enter new markets, pursue M&A opportunities, and grow sustainably. We invest in firms that have established or emerging brands in luxury, retail (accessories and apparel), consumer packaged goods, health and wellness, beauty, household products, restaurants and asset management. We focus on these specific industry sectors because our accumulated knowledge, operating partner network, and broader relationships offer a strategic advantage to our clients and stakeholders. Unlike many private equity firms, our focus allows us to enter a partnership with a deep understanding of our clients' businesses so that we can create immediate, sustainable value.

## Our expertise runs wide and deep

Our leaders collectively have decades of experience investing in and operating medium-sized businesses. As experienced investors and operators, our team understands the importance of a shared mission and trusted partnership in growing medium-sized businesses. We entrust the daily operations of our affiliate companies to their management and instead focus on supporting their strategic direction in collaboration with our operating partners. Our investment strategy empowers management to define realistic and sustainable growth objectives, to pursue new opportunities using CPC's extensive industry relationships, and ultimately to build market-leading businesses with high potential.

Since 2002, we have invested control-stake positions in eight privately held companies with a combined \$600 million in sales and over \$250 million in contributed equity invested capital. We are also the proud winner of M&A Advisor's Middle Market Financing Provider of the Year.

## R. Adam Smith (Founder & CEO)

R. Adam Smith is passionate about growth. Over the past 20 years, he has helped build nearly 40 companies, both in the U.S. and abroad, through his advisory and investment services. An expert in the branded space, Adam works hard to give emerging businesses the opportunity they need to thrive. The private equity partnerships he has led or sponsored amount to a combined \$600 million in sales and more than \$250 million in contributed equity invested capital.

Adam started his career on Wall Street in 1993, holding positions at top firms including Salomon Brothers Inc., J.P. Morgan, and Lehman Brothers Inc. He earned an MBA with high honors from the Graduate School of Business at Columbia University, and a BA cum laude in International Relations and Economics from Boston University. Adam has two boys and resides in New York City.

*Supporting entrepreneurs  
by providing an ideal  
balance between strategic  
partner and investor.*

*We welcome the opportunity to learn more about your business and explore how we can lead or sponsor an investment and build a successful partnership. Please contact us with inquiries.*

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