



SAN FRANCISCO EQUITY PARTNERS

Now actively investing out of

San Francisco Equity Partners III, LP
\$100,000,000



SAN FRANCISCO
EQUITY PARTNERS

January 2011

THE FIRM

San Francisco Equity Partners is a private equity firm focused on investments in the consumer products, consumer services and related business services industries. Founded in 2005, we are currently investing out of SFEP III, a \$100 million investment vehicle closed in January 2011.

OUR PHILOSOPHY

We seek to identify and partner with companies that have reached an inflection point in their development, when they can benefit not only from our financial capital and expertise, but also from our operational and industry experience. Our exclusive focus on the Consumer sector has allowed us to develop an intimate understanding of the ecosystem in which our partner companies operate and to leverage our network of industry resources with every investment. We have "been in the trenches" as operators and advisors, so we know what it takes to build long-term value, and how to partner with founders to take their businesses to the next level.

PORTFOLIO COMPANIES

method.

Largest green homecare brand in the U.S.

yes to |

Fastest growing brand in the natural personal care market

zoom eyeworks.

Provider of fashion reading glasses and sunglasses

LUXURY LINK
Travel Well. Travel Smart.

Leading online luxury travel resource

artful home

art for life. for home. for ever.

Multi-channel retailer of artist-made fine crafts

FOCUS INDUSTRIES

Consumer Products

- Health & wellness
- Food & beverage
- Home care
- Personal care
- Children's products
- Ethnic products
- Outdoor & leisure
- Apparel
- Pet products
- Sustainability

Consumer Services

- Consumer internet
- Online travel
- Direct marketing
- Entertainment & specialty retail

Business Services

- Marketing services
- Supply chain
- Private label manufacturing

INVESTMENT CRITERIA

COMPANY SIZE: Revenue \$5 to \$75 million, near-profitable to \$10 million of EBITDA

INVESTMENT SIZE: \$5 to \$30 million of equity

GEOGRAPHY: Substantial North American business or opportunity to grow a North American business

OPERATING PROFILE: Large market opportunity, highly differentiated product or service, strong existing management team, seeking value-add partner

TRANSACTION TYPES: Buyouts, recapitalizations, growth equity investments and corporate divestitures; majority or minority position

TEAM

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