PRESERVE
EQUITY PARTNERS

INDEPENDENT SPONSOR
CONSUMER BRANDS & PRODUCTS

Acquisition Criteria

Preserve Equity Partners (PEP) acquires **entrepreneur- and family-owned consumer businesses** in the lower middle market. Our operating background lets us drive outsized growth through brand building, operational improvement, digital transformation and expanded distribution. We pursue only a handful of opportunities each year, so every partnership gets the full weight of our time, capital and expertise.

SIZE	OWNERSHIP	LOCATION
$1M–$5M	Founder & Family	U.S.-Based
EBITDA	Entrepreneur-owned businesses	With a focus on the Midwest

Industries

- Consumer brands & consumer products
- Licensed products
- Toys & collectibles
- Beauty
- Specialty apparel & accessories
- eCommerce / DTC

Transaction Types

- Founder exits & control buyouts
- Family business succession
- Full or partial management transition
- Recapitalizations
- Platform acquisitions
- Add-on acquisitions

What Makes a Great Fit

INDUSTRY
- Consumer brands & products
- Evergreen demand
- Scalable, growing market

CUSTOMER PROFILE
- Repeat purchase
- Loyal customer base
- Defined sales channels

FINANCIAL PROFILE
- History of growth
- Strong gross margins
- Limited CapEx to operate

Why Partner With PEP

Operators, not just investors
Hands-on experience building consumer brands across mass retail, eCommerce and DTC.

Flexible capital
As an independent sponsor we raise capital deal by deal, with no fund timeline forcing an exit.

Founder-focused
We partner with strong leadership teams to build enduring companies, not just acquire them.

Fast, confidential process
We welcome bankers, M&A advisors and brokers, and move quickly on businesses that fit.

Thinking about selling or recapitalizing a consumer brand?

Every conversation is confidential. Intermediaries welcome.

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Criteria are guidelines; we evaluate each opportunity individually.