

Project Chaise

January 2022

Confidential and Private



Highlights:

- Founded in 1997, Chaise is an owner led business with a high-functioning management team leading day-to-day operations
- 19 Employees led by industry experts
- Headquartered in the Southeast United States
- Company has cultivated long-standing offshore relationships with production partners
- The entirety of the product design function is led through in-house resources that follow a continual design process
- Chaise leases an 80,000 SQFT facility from an unrelated party to principally facilitate logistics and inventory management
- Diverse sales channels drive limited end-customer concentration, with 66.4% of revenue derived from 873 customers

Contact Us:

If you are interested in having a further discussion, please contact us:

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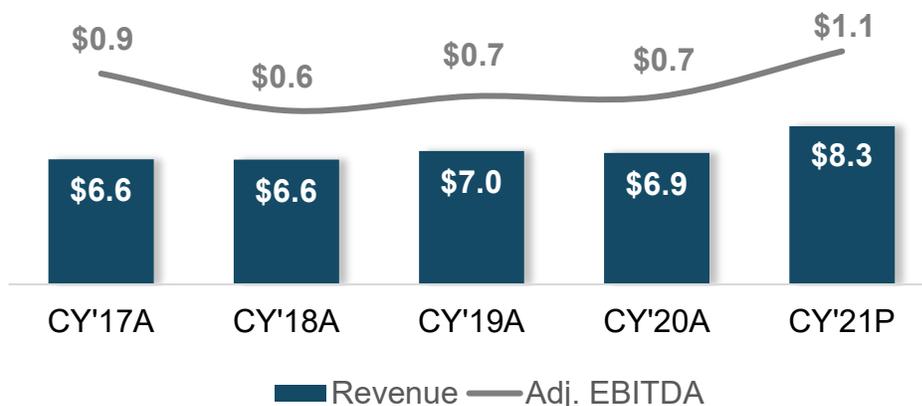
Design and Distributor of High-End Outdoor Furniture:

Our client (“Chaise” or the “Company”) is a leading value-added design firm and distributor of commercial grade outdoor furniture. The Company offers a comprehensive suite of outdoor furniture with 20 robust collections containing 10k+ SKUs. The Company maintains longstanding relationships with contract manufacturers unlocking a high degree of scalability and flexibility in the production process.

Chaise targets both the commercial and retail segments through a multi-pronged go-to-market strategy. Sales channels including e-Commerce, brick-and-mortar, and outside sales.

Financial Overview (\$'s in M):

The Company is projected to generate \$8.3M of net revenue and \$1.1M of Adj. EBITDA, or 13.4% Adj. EBITDA margin in CY'21. The trending financial results are highlighted below:



Investment Highlights:

Chaise presents a compelling opportunity for a buyer to enter into the enormous furniture market. Key investment highlights include:

- Unique opportunity to acquire a high functioning Company in a growing outdoor furniture industry experiencing significant tailwinds in consumer spending habits
- Complete portfolio of outdoor furniture products that span the spectrum of product design with the highest degree of quality
- Well developed supply chain infrastructure with proven ability to meet rapid growth in product driven demand
- Impressive TTM gross margin results of 53.4%, indicating potential to expand EBITDA margin through incremental revenue achievement