



A BRIEF INTRODUCTION

2017

Our Purpose

“ Through the acquisition of U.S. Small Businesses, offer a retirement alternative to the Baby Boom and liquidity for the next stage of life ”

Business Concept

- ▶ Founded in October 2012 to provide succession planning solutions to U.S. Small Business owners who seek a thoughtful exit plan and ability to further their next generation of management
- ▶ Target size defined by annual revenue up to \$50 million
 - ▶ If warranted, Ferndale has up to \$50-100 million in equity identified partnering with a large fund for an initial transaction with at least \$10 million EBITDA and readily available add-on acquisitions
- ▶ Industry focus includes brick and mortar retail, B2B services/publishing and niche manufacturing (fragmented markets with underserved requirements)
 - ▶ Acquire proven businesses in their industry and community
- ▶ Design each transaction to fit the Baby Boomer's exit objectives and time frame
 - ▶ Shared values across Ferndale, but maintain the distinct advantages of each business in its industry and community

Market Summary

- ▶ By 2040, 65 and older community is expected to exceed 35% of the U.S. population
- ▶ Currently 10,000 people a day are turning 65 years old
- ▶ U.S. Small Business contributes to approximately 50% of G.D.P

Retirement Prone Sectors

- ▶ Brick & Mortar Retail
- ▶ Niche Manufacturing
- ▶ B-2-B Services & Publishing

Backyard Feeds



- ▶ We own a local brick and mortar farm store concept Backyard Feeds
 - ▶ Located in Leland, North Carolina
 - ▶ Less than \$1 million in sales
 - ▶ We compete directly with Tractor Supply on product mix and customer service
- ▶ Developed a recruiting pipeline through the local high school and have been working with talented young adults to develop our operating standards and centralized approach
 - ▶ We have the confidence that with the right people we can do anything



Goals and Objectives

- ▶ Continue to develop consistent operating standards across all companies while maintaining and growing each business' roots
- ▶ Present an attractive platform for a Seller to transfer ownership of their business and have confidence in the future legacy
- ▶ Utilize speed and certainty so that Sellers have the highest chance of Closing post-LOI

Current Team

- ▶ We are a diverse group of operators, investors and transaction professionals
- ▶ In combination, our team exceeds 100 years of operating and transaction experience
- ▶ Ferndale Group of Companies is made up of local employees, an operating partner, legal/tax and accounting professionals
- ▶ Under existing wherewithal we have direct access to funding between \$5 and \$10 million, in part through the SBA



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Research us through the following:

www.ferndalegroupcos.com

www.ferndalecapital.com

www.shopbackyardfeeds.com