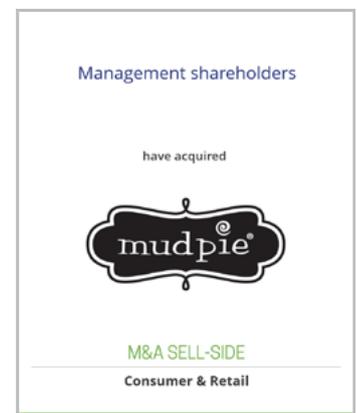


MUD PIE COMPLETES DEBT RECAPITALIZATION

Deal snapshot

- Oaklins' Atlanta, Boston and New York team served as the exclusive financial advisor to Mud Pie, LLC in its debt recapitalization and repurchase of shares owned by minority investor Lineage Capital LLC.
- Mud Pie is a leading designer, marketer, wholesaler and online retailer of branded gifts, décor, accessories and apparel for women and children.
- A range of financial and strategic alternatives to realize the value of Lineage Capital's investment were evaluated while positioning Mud Pie to exploit opportunities to accelerate its impressive growth trajectory.
- Oaklins' expert team ultimately structured and arranged "club" senior secured financing from Suntrust Bank and Fifth Third Bank, as well as senior subordinated notes from Monroe Capital.



What our client said



Marcia Miller, CEO, Mud Pie, LLC, USA

"Mud Pie is truly our third child and has been a labor of love for over 27 years. Oaklins' team has been our trusted advisor for two of the most important business transactions of our lives — first in pairing us with a valued financial partner, and now in helping Lineage Capital realize an attractive return on its investment and returning Mud Pie to family ownership. The team's skillful maneuvering at every stage of the evaluation, marketing and refinancing process proved invaluable in securing the ideal outcome for both Mud Pie and Lineage Capital."

Our role in the transaction

Oaklins' expert team arranged senior and mezzanine financing to effect a recapitalization for Mud Pie, LLC that returned 100% ownership of the company to its founding family. Oaklins' team previously advised Mud Pie in its minority recapitalization with Lineage Capital.



Market trends and deal drivers

- Mud Pie had carved a unique position as a lifestyle consumer products brand tailored primarily to the female demographic.
- Mud Pie's growth thesis was founded in brand development, further penetration of the independent retail space, channel diversification, continued product portfolio expansion and international growth.
- The company's minority investor, Lineage Capital, sought a transaction to achieve liquidity and realize gains achieved during its hold period.
- Leveraging considerable expertise in the gift and home décor sector, Oaklins' team in Atlanta, Boston and New York marketed the business to a select group of potential financial and strategic partners to achieve the perfect outcome for both exiting shareholders and continuing family members.

M&A valuation aspects

- Mud Pie secured favorable financing terms due to its entrenched and diversified customer relationships, predictable cash conversion and track record of steady growth.
- The company was recognized for its best-in-class operations, continued wholesale expansion and emergence as a true consumer lifestyle brand.
- The gift and home décor industry provides compelling opportunities for lenders and financial sponsors alike due to the risk mitigation of diversified customer bases, recurring sales cycles and low capital requirements.

Oaklins industry experts



✉ **Jim Grien**, Oaklins, USA

Jim has led many of Oaklins' most noteworthy relationships and transactions. Over the last decade, Jim has personally led teams that have completed over 50 engagements, including complex merger transactions, multifaceted financings and high-level Board advisory engagements.



✉ **Craig Gibson**, Managing Director, Oaklins, USA

Craig leads the Consumer Products and Marketing Services practices at Oaklins' Boston office and has led many of the firm's most notable assignments in the consumer & retail, industrial and technology sectors. Craig has realized extraordinary outcomes for clients ranging from high growth emerging businesses to large multinational corporations.



✉ **Rob Grien**, Managing Director, Oaklins, USA

Rob leads the Finance and Restructuring Advisory Group of Oaklins' New York team. He has extensive experience committing debt capital to leveraged transactions and an in-depth knowledge of the leveraged finance market.

OAKLINS HAS CLOSED 121 DEALS IN CONSUMER & RETAIL IN THE LAST 5 YEARS

Oaklins is the world's most experienced mid-market M&A advisor, with 700 professionals globally and dedicated industry teams in 40 countries worldwide. We have closed over 1,500 transactions in the past five years.