

Charis: A different kind of PE firm focused on building enduring value in the consumer sector

Our Mission & Thesis

Deliver superior returns investing 3-4 purpose driven CPG ecosystem companies with unique supply chain capabilities



FOOD & BEVERAGE



NUTRITIONAL SUPPLEMENTS



BEAUTY & PERSONAL CARE



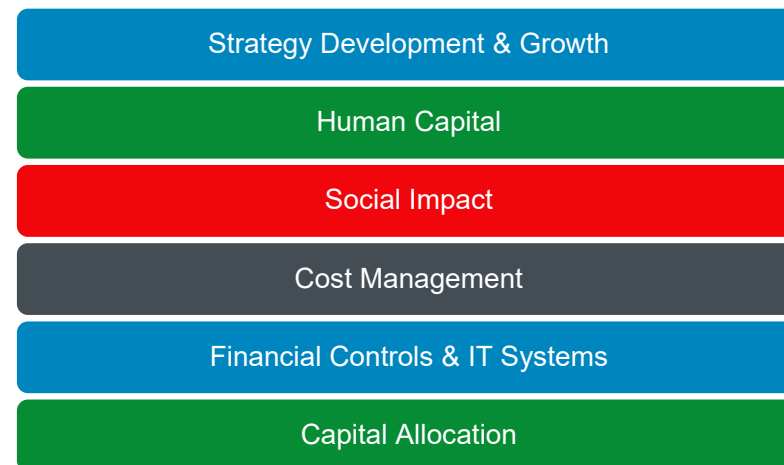
PETCARE

Supply Chain Heavy Brands	Contract Services	Suppliers
<ul style="list-style-type: none"> Brands which own critical supply chain component Brands with owned manufacturing 	<ul style="list-style-type: none"> Contract manufacturers Contract packaging Private label manufacturers Certifications and compliance Industrial sanitation Contract R&D/Product Dev Food waste management 	<ul style="list-style-type: none"> Ingredients Specialty packaging Specialty chemicals Critical supplies for use in food & beverage production

Core Criteria

- Supply Chain Enabled:** Must have differential supply chain capability (discussed further on next page)
- Niche Segments with Fragmented Competition:** Non-commodity, high value add category with dispersed competitive space with consumer tailwinds
- Size:** \$1M to \$8M EBITDA with emphasis under \$5M EBITDA.
- Geography:** United States with emphasis on the Western U.S.

Proven value creation playbook, validated as operators



Team: Partnership with complementary skills, deep consumer experience and proven success who are driven to create differential returns and purpose.

Ben Rudman



- Purpose-driven middle market consumer investor and operator.
- Founder of Charis Consumer Partners, sourced first investment, led execution and due diligence and recruited value-add independent board member.
- Interim (18 months) CEO of Western's Smokehouse, during which time the company doubled EBITDA organically and tripled through an acquisition.
- As CEO, led all core initiatives of the business, including setting the strategy at the outset, built and executive team, led two capital expansions in-budget and on-time which more than doubled EBITDA organically, led a launch into private label and pet products, and negotiated exclusive contracts with minimum volume guarantees with top customers.
- Career long lower middle market investment banker. Staffed on or led 33 closed sell-side or buy-side M&A transactions for companies with \$2M to \$10M EBITDA.
- Served as senior advisor to a \$150M CPG focused growth equity fund, sourcing maiden investment

Ken Plasse



- Purpose-driven, middle-market consumer leader who elevates companies across growth chasms and drives step change EBITDA improvements.
- Well-rounded GM foundation across marketing, sales, finance, and operations gained at top tier consulting firms and Fortune 500 global CPG companies.
- Built market leading venture backed, vertically integrated consumer seafood brand as CEO Fishpeople Seafood
- Founding hire at Solazyme transforming a pioneering fuel and chemical biotechnology into an award-winning microalgae food ingredient line
- Led a skunkworks innovation team to build a spirits portfolio at E&J Gallo developing multiple \$100M+ spirits brands.
- Honed CPG fundamentals The Hershey Company culminating in promotion to Division President leading autonomous division of acquired premium brands
- Management consultant working with leading large consumer and industrial companies to implement growth strategies or operational optimization.
- Audit, Capital Raising and Financial advisor in US and Asia Pacific at PriceWaterhouseCoopers