

Market Update

Consumer Health Post-3Q 2024 Update

November 2024

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Don Hooker
Director of Research
dhooker@bourne-partners.com
+1 980-414-0945



Jeremy Johnson
Senior Managing Director, Head of IB
jjohnson@bourne-partners.com
+1 704-201-2323



Robert Stanley
Director
rstanley@bourne-partners.com
+1 336-655-6928



Todd Bokus
Director
tbokus@bourne-partners.com
+1 704-807-7501



Carson Riley
Vice President
criley@bourne-partners.com
+1 615-483-9689



Nick Triantafyllides
Associate
nickt@bourne-partners.com
+1 704-779-6992



Bourne's Consumer Health Expertise

Consumer Health Sector Expertise



Transaction Experience

Sell-Side & Buy-Side M&A

Product & Portfolio Transactions



Capital Raising

Global In / Out-Licensing



Subsector Expertise

Over-the-Counter Medicine

Vitamins, Minerals & Supplements



Personal Care & Wellness

Functional Ingredients



Manufacturing (CDMO/CMO)

Packaging / Distribution / Logistics

Commercialization Services

Consumer Health Strategic Advisors



Scott Emerson, Strategic Advisor

Founder & CEO of The Emerson group

30+ years of industry experience

Relationships with all major retailers and brands



Bruce Montgomery, Strategic Advisor

Former Head of Commercial at Fleet Laboratories

30+ years of consumer & retail experience

Strong history of developing and growing brands



Pharma



Pharma
Services

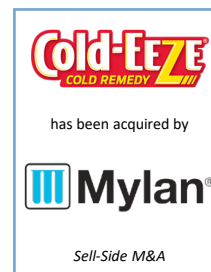


Healthcare
Services



Consumer
Healthcare

Representative Consumer Health Transactions



Section One

Consumer Health Update

i. Market Update & Outlook

ii. Relevant Transactions

iii. Bourne Public Comps

iv. Bourne Biopharmaceutical Indices

Consumer Health Market Update

Sector Thesis

Growth of the Consumer Health market (valued at \$350B) is being driven an aging population, an elevated focus on preventive healthcare, and an expanding middle class. However, growth trends have been obfuscated by volatility caused by the COVID-19 pandemic. In our view, many larger consumer companies have not focused on innovation, creating an opportunity for middle-market brand aggregators. These middle-market brand aggregators, in turn, have successfully embraced social media, influencer marketing, and AI-driven sales strategies.

Over-the-Counter (OTC) Medicine

- The OTC market has experienced significant volatility due to the impact of the COVID-19 pandemic on demand for cough, cold, and flu products. Demand trends are starting to normalize in 2024.
- Rx-to-OTC switches have been a focus in the OTC market. The FDA has been actively encouraging Rx-to-OTC switches, and brands scheduled to come off-patent could be profitable targets.
- Women's health products are growing faster than the overall OTC market, and the recent Rx-to-OTC switch of Perrigo's contraceptive, Opill, has created a new category in this space.

Vitamins, Minerals & Supplements (VMS)

- VMS demand has normalized to a historical growth rate in the mid-single digits. Post-COVID, general awareness of preventive health has continued to be an underlying driver of demand.
- Nutritional support programs and active lifestyle supplements, including proteins and multivitamins, are emerging as a new driver among a growing number of patients using GLP-1 medications.

Personal Care & Wellness (PCW)

- The PCW market exceeds \$5B+ annually, with an expected annual growth of ~6%. The market consists of a very broad spectrum of products ranging from health, appearance, fitness, nutrition, mindfulness, and sleep -- beyond the traditional categories of OTC and VMS.
- We have been monitoring the ongoing trend towards "clean" personal care -- consisting of shampoos, deodorants, beauty supplies, and other products being made with natural ingredients. This a largely unregulated term created in response to the otherwise limited regulation in many of these industries.

Select Market Players

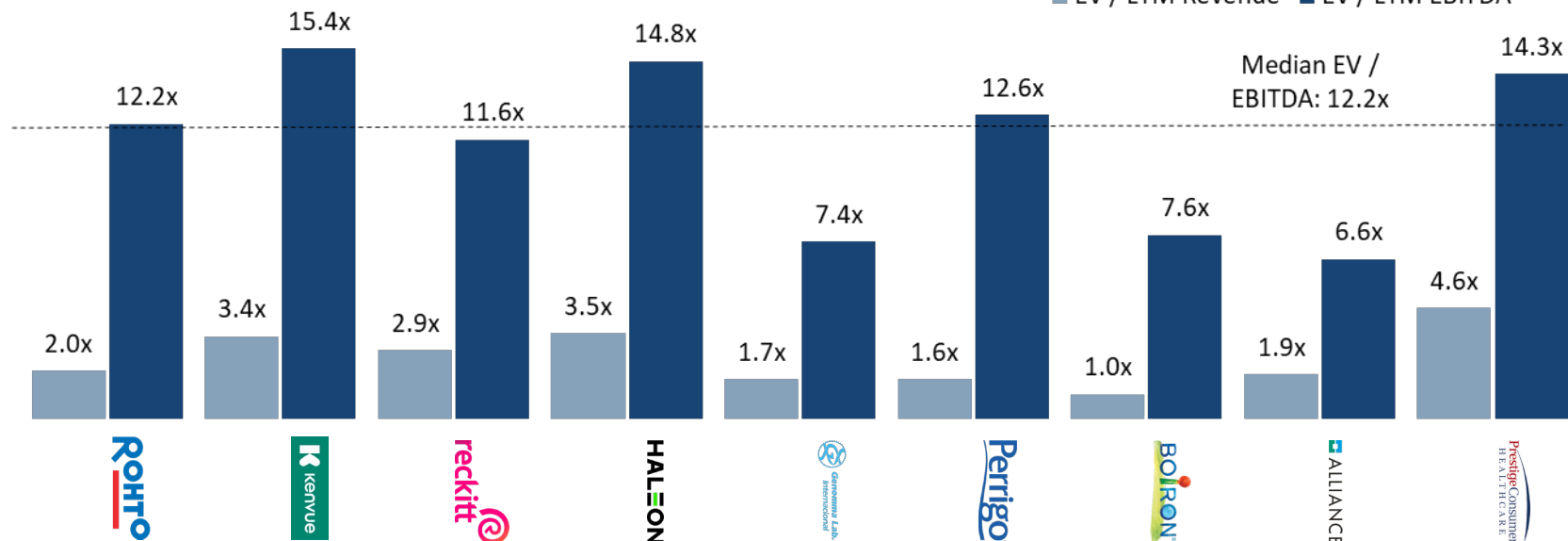


Select Consumer Health Transactions

Date	Target	Acquirer	Commentary	Tags	Deal Values
Aug-2024	 REVANCE THERAPEUTICS	 CROWN	Aesthetic and therapeutic offerings, including DAXXIFY for injection and the RHA Collection of dermal fillers	Personal Care	\$1,212M
May-2024	 PURA COLLAGEN	 VC vector consumer	The acquisition aligns with Vector Consumer's goal to become a leading authority in the collagen industry	VMS	Undisclosed
May-2024	 LUCASMEYER COSMETICS	 CLARIANT	Enhancing Clariant's presence in the cosmetic market, supporting its growth strategy and innovation	Personal Care	\$810M
Jan-2024	 ChapStick	 Suave PROFESSIONALS	Expanding Suave's market presence in the lip care segment by leveraging ChapSticks's brand recognition	Personal Care	\$510M
Jan-2024	 Viactiv	 Doctor's BEST Science-Based Nutrition	Expanding the Doctor's Best's retail distribution and providing more convenient, tasty supplement options	VMS	\$17M
Oct-2023	 FOCUS consumer healthcare	 KOBAYASHI	The acquisition represents Kobayashi's strategy to expand its international presence	OTC	\$75M
Jun-2023	 Ario health	 ARCADIA CONSUMER HEALTHCARE	The acquisition will enhance Arcadia's portfolio of high-quality products and solutions	OTC	\$397M
Apr-2023	 A+D® Solarcaine® Cortate® Complex 15®	 WellSpring CONSUMER HEALTHCARE	WellSpring's strategy to expand product offerings by adding established OTC brands to its portfolio	OTC	Undisclosed
Jan-2023	 soylent	 STARCO brands	Starco Brands continues to invent and acquire behavior-changing technologies and brands	VMS	\$67M
Aug-2022	 BAR CLIF	 Mondelēz International	Mondelez aims to gain significant top-line synergies, including deeper distribution and channel expansion	Personal Care	\$2.6B

Bourne Comps - Over-the-Counter (OTC) Medicine

■ EV / LTM Revenue ■ EV / LTM EBITDA

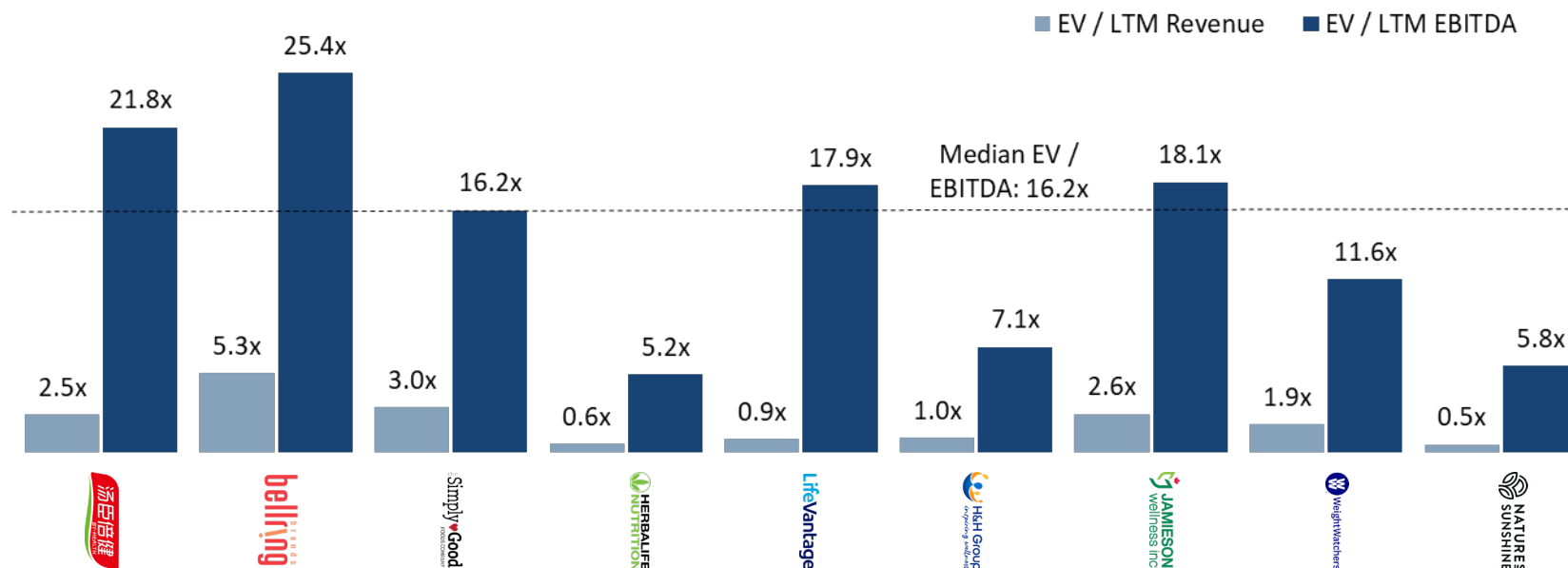


Company Name	Market Cap	Total Debt	Cash & Cash Eqv	Enterprise Value	LTM Revenue	LTM EBITDA	EV / LTM Revenue	EV / LTM EBITDA
OTC								
Rohto Pharmaceutical Co.,Ltd.	\$4,044	\$311	\$450	\$3,905	\$1,969	\$320	2.0x	12.2x
Kenvue Inc.	45,266	8,827	1,057	53,036	15,459	3,454	3.4x	15.4x
Reckitt Benckiser Group plc	41,524	11,506	1,246	51,783	18,108	4,474	2.9x	11.6x
Haleon plc	41,890	12,131	712	53,309	15,065	3,599	3.5x	14.8x
Genomma Lab Internacional, S.A.B. de C.V.	1,239	336	93	1,482	892	201	1.7x	7.4x
Perrigo Company plc	3,674	4,989	1,462	7,200	4,392	572	1.6x	12.6x
Boiron SA	568	16	57	527	516	69	1.0x	7.6x
Alliance Pharma plc	322	134	24	431	231	65	1.9x	6.6x
Prestige Consumer Healthcare Inc.	4,090	1,061	52	5,100	1,111	357	4.6x	14.3x
Mean (Equal Weighted)					\$6,416	\$1,457	2.5x	11.4x
Median (Equal Weighted)					\$1,969	\$357	2.0x	12.2x

Note: Market values as of the close of business November 15, 2024.

Source: S&P Global Market Intelligence

Bourne Comps - Vitamins, Minerals & Supplements (VMS)

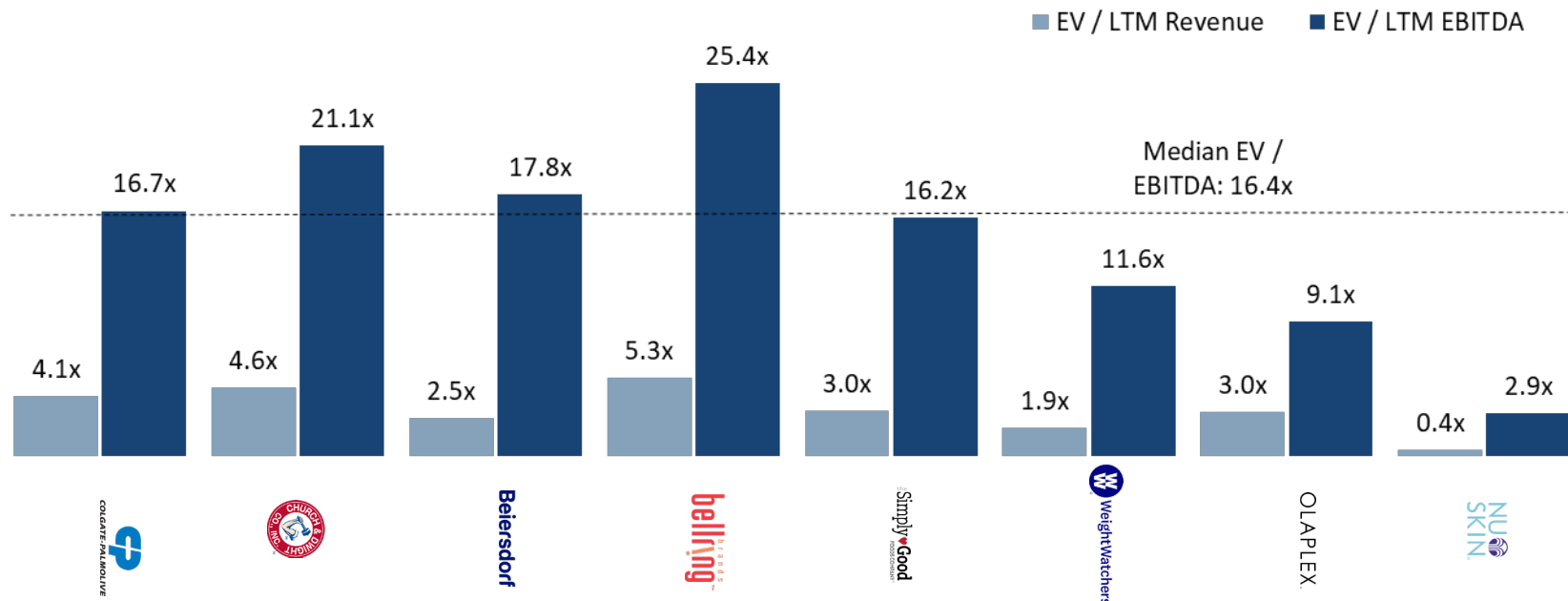


Company Name	Market Cap	Total Debt	Cash & Cash Eqv	Enterprise Value	LTM Revenue	LTM EBITDA	EV / LTM Revenue	EV / LTM EBITDA
VMS								
Byhealth Co., Ltd	3,015	102	471	2,645	1,049	122	2.5x	21.8x
BellRing Brands, Inc.	9,366	839	73	10,133	1,913	399	5.3x	25.4x
The Simply Good Foods Company	3,740	437	133	4,045	1,331	250	3.0x	16.2x
Herbalife Ltd.	777	2,471	403	2,845	5,001	546	0.6x	5.2x
LifeVantage Corporation	173	13	15	172	196	10	0.9x	17.9x
Health and Happiness (H&H) International Holc	800	1,320	335	1,785	1,877	253	1.0x	7.1x
Jamieson Wellness Inc.	1,048	335	31	1,351	525	75	2.6x	18.1x
WW International, Inc.	75	1,485	57	1,504	807	130	1.9x	11.6x
Nature's Sunshine Products, Inc.	296	15	79	232	445	40	0.5x	5.8x
Mean (Equal Weighted)					\$1,460	\$203	2.0x	14.3x
Median (Equal Weighted)					\$1,049	\$130	1.9x	16.2x

Note: Market values as of the close of business November 15, 2024.

Source: S&P Global Market Intelligence

Bourne Comps - Personal Care & Wellness (PCW)

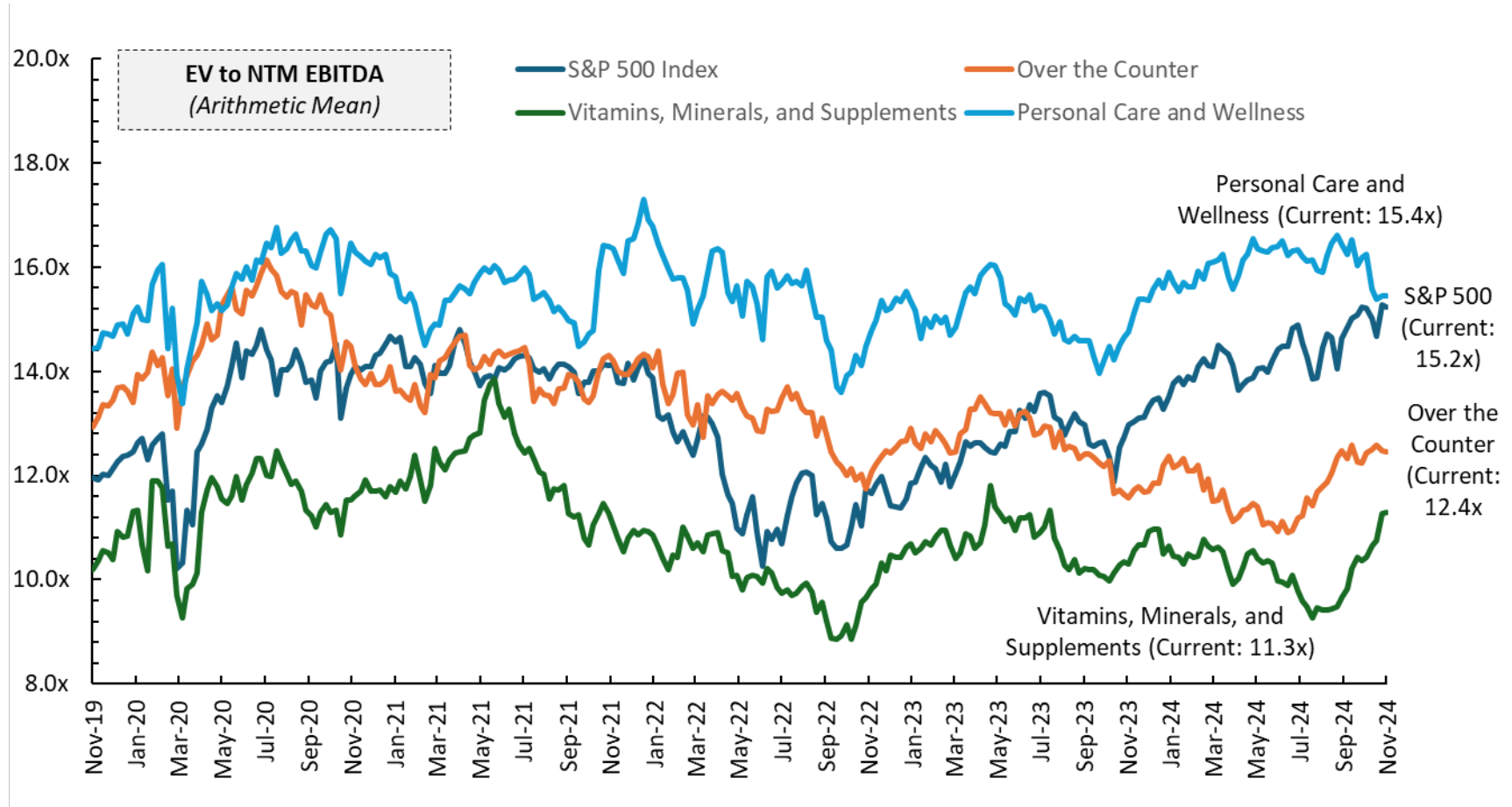


Company Name	Market Cap	Total Debt	Cash & Cash Eqv	Enterprise Value	LTM Revenue	LTM EBITDA	EV / LTM Revenue	EV / LTM EBITDA
PC&W								
Colgate-Palmolive Company	74,716	8,436	1,494	81,658	20,106	4,894	4.1x	16.7x
Church & Dwight Co., Inc.	26,430	2,413	752	28,091	6,053	1,330	4.6x	21.1x
Beiersdorf Aktiengesellschaft	29,402	–	3,075	26,327	10,378	1,476	2.5x	17.8x
BellRing Brands, Inc.	9,366	839	73	10,133	1,913	399	5.3x	25.4x
The Simply Good Foods Company	3,740	437	133	4,045	1,331	250	3.0x	16.2x
WW International, Inc.	75	1,485	57	1,504	807	130	1.9x	11.6x
Olaplex Holdings, Inc.	1,167	652	539	1,280	434	140	3.0x	9.1x
Nu Skin Enterprises, Inc.	357	531	244	644	1,775	222	0.4x	2.9x
Mean (Equal Weighted)					\$5,350	\$1,105	3.1x	15.1x
Median (Equal Weighted)					\$1,844	\$324	3.0x	16.4x

Note: Market values as of the close of business November 15, 2024.

Source: S&P Global Market Intelligence

Bourne Consumer Health Indices



Note: Market values as of the close of business November 15, 2024.
Source: S&P Global Market Intelligence

Section Two

Bourne Partners

i. Thought Leadership

ii. Bourne Partners Overview

iii. Investment Bank Overview

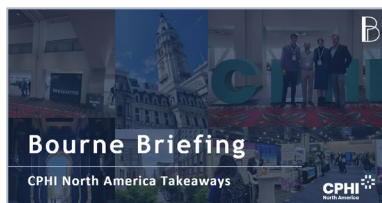
Thought Leadership

Bourne Perspective

After 20+ years of exclusive industry and capital markets coverage, we know the space and we are committed to providing insights to clients. We provide cutting-edge thought leadership on all things Pharma, Pharma Services, Healthcare Services, and Consumer Health.

Through leveraging resources and insights of both Bourne Partners Strategic Capital and Investment Banking divisions, **we provide differentiated perspectives to our clients from our unique vantage point.** Our goal is to deliver heavy-hitting, timely reports in an easy-to-read format tailored specifically for executives within our industry coverage.

Conference Commentary



Industry Update Posts



Weekly Newsletter



White Papers



Marketplace Deep Dive Reports



Bourne Partners Overview

Our Service Offering

For over twenty years, Bourne Partners has focused exclusively on providing investment banking advisory services and making direct investments in the Pharmaceutical, Healthcare Services, Pharmacy Services, and Consumer Health spaces.

Since 2015, we have successfully executed on **over \$15B** in transactions, having worked with many leading companies and private equity investors in these core focus areas.

Investment Banking

Mergers and Acquisitions

Sell-side and buy-side assignments

Transaction Experience: \$10M - \$3.5B

Capital Sourcing

Debt / Equity / Hybrid

\$10 - \$500 million raises

Business Development Support

Development stage and approved products

Local and international

Strategic Capital

Investment Focus

Direct investments in private companies

Selective approach in vital focus areas

Other Criteria

Cash flow positive opportunities

Complex situations with creative structures

Actionable growth stage or middle market business

Flexible investment targets with established private equity relationships

Geographic Coverage



Sector Expertise

Pharmaceuticals

Pharma
Services

Healthcare
Services

Consumer
Healthcare

Investment Banking Overview

Bourne Partners Investment Banking provides investment banking services within the healthcare and life sciences sectors for external clients as well as our portfolio companies.

Value Beyond the Deal

Total Perspective

Experience advising, investing in, building, operating, buying, and selling companies
Unmatched 360° perspective for every project

Uncompromised Service

Direct involvement of senior management through the process
High level of attention regardless of transaction value

Global Reach

Experience working with companies around the globe
Extensive network of potential international buyers

Focus Areas



Select Recent Tombstones

 has been acquired by 	 has sold its consumer CDMO operations to 	 has been acquired by 	 has been acquired by 	 has been acquired by 	 has been recapitalized by
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Partners, Sponsors, and Lenders



Recent Clients & Counterparties





550 South Caldwell Street, Suite 900
Charlotte, NC 28202
+1 704.552.8407

