

THE ACQUISITION OF Capital Brands by DeLonghi Group

November 23, 2020



DeLonghi Group



KENWOOD

BRAUN

Ariete

CAPITAL BRANDS AT A GLANCE

Founded in 2003 and headquartered in Los Angeles, develops, markets and distributes SDA, with a focus on blending appliances

Robust product portfolio supported by two disruptive brands in the blending segment: NutriBullet® and Magic Bullet®



THE ACQUISITION OF CAPITAL BRANDS

THE BRANDS

A lifestyle brand platform, focused on accessible nutrition

Activates a highly engaged, youthful and loyal customer

Full funnel, performance driven marketing approach

Representing the products differently at shelf, in the marketing and at every customer touchpoint – using not only delicious blends but also joyful, bright colors that evoke feelings of love and happiness

nutribullet®



**magic
BULLET®**



THE ACQUISITION OF CAPITAL BRANDS

MAIN PRODUCTS



nutribullet®

Description: 600 Watt compact-yet-powerful personal blender
Positioning: Market share leader in single serve category
Price Range: \$49.99 – \$149.99
Amazon rating: ★★★★★



nutribullet®
BLENDER

Description: 1,200 Watt full-size Blender
Positioning: Fastest growing full sized blender
Price Range: \$99.99 – \$139.99
Amazon rating: ★★★★★



**magic
BULLET®**

Description: 250 Watt compact Blender Brand
Positioning: Fastest growing value brand in the category
Price Range: \$29.99 – \$69.99
Amazon rating: ★★★★★



nutribullet
BABY®

Description: Food blender that can puree and store baby food
Positioning: Repositioned in 2019 #1 Brand Baby Food Prep
Price Range: \$59.99
Amazon rating: ★★★★★

THE ACQUISITION OF CAPITAL BRANDS

GLOBAL PRESENCE

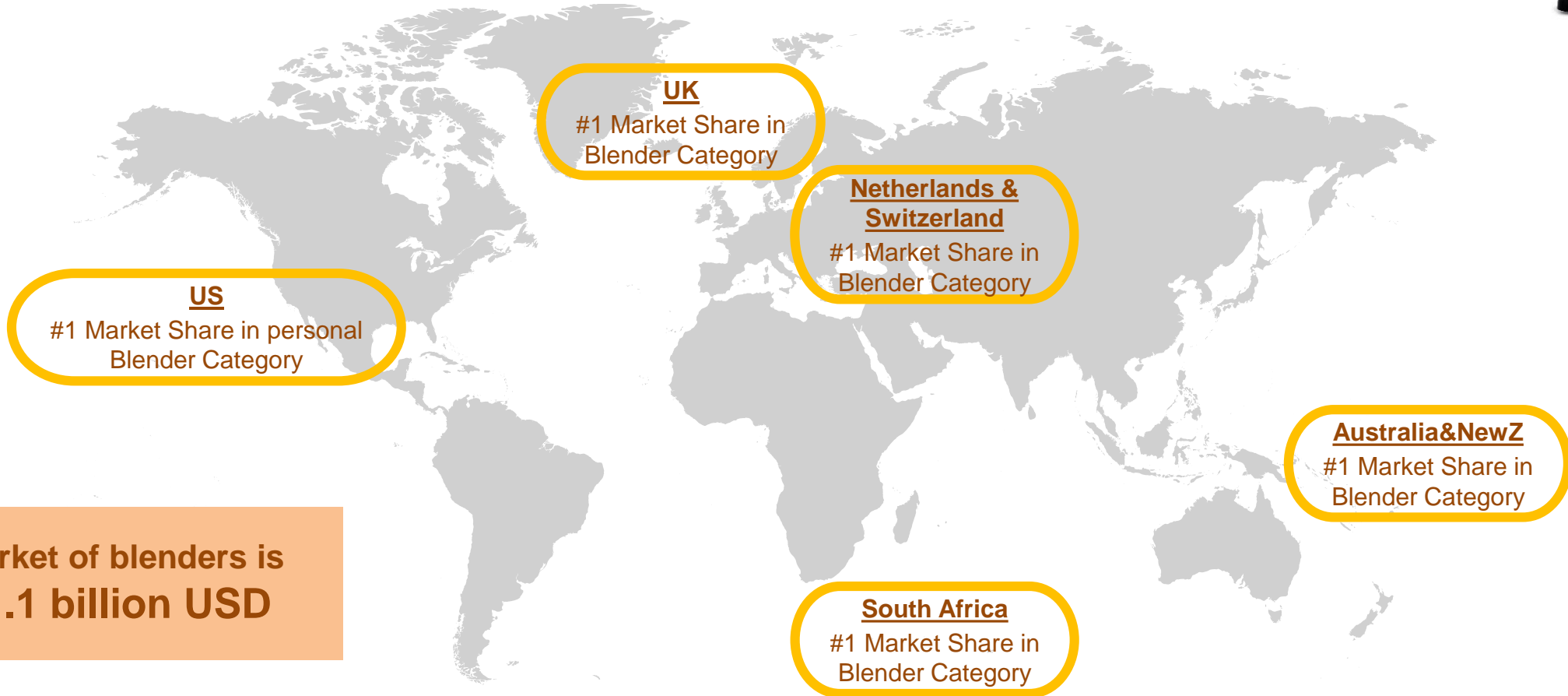


■ Current Markets
■ Whitespace Opportunity



- Products are sold across major retailers in US and Canada
- Significant points of distribution gains across retail channels over the last two years
- Opportunity to leverage relationships with current retailers to expand into new categories
- Access to over 100 countries through an impressive network of domestic retailers, international distributors and an elevated e-Commerce experience

MARKET LEADERSHIP

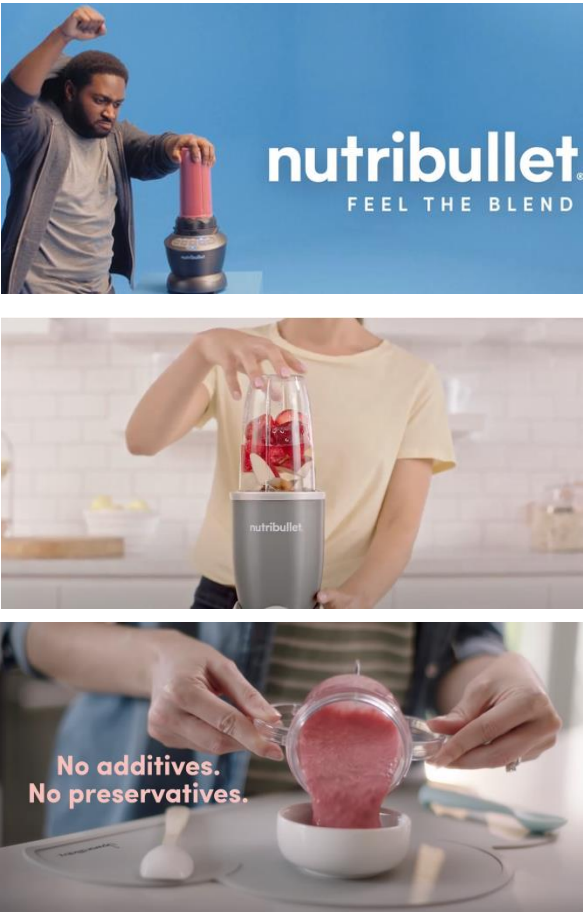


US market of blenders is worth 1.1 billion USD

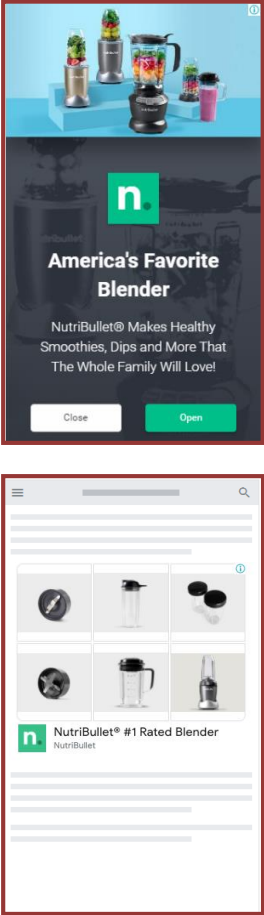
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OMNICHANNEL MARKETING APPROACH

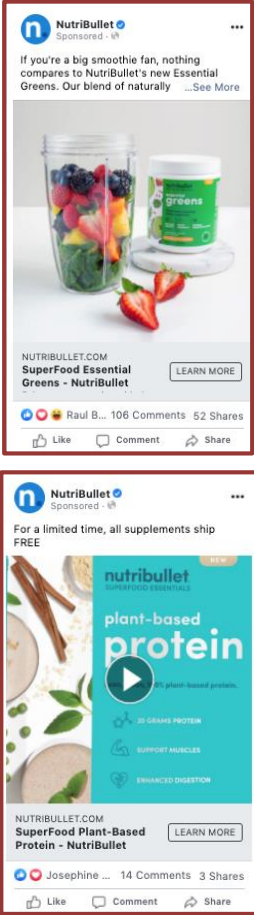
Television & OLV



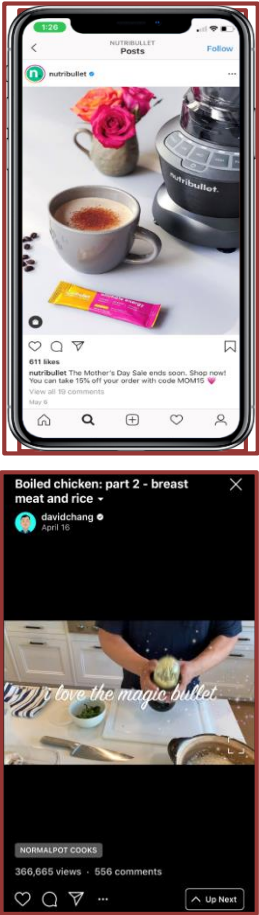
Display Ads



Paid Social



Organic Social



THE ACQUISITION OF CAPITAL BRANDS

INVESTMENT HIGHLIGHTS



The products serve a diverse consumer base across segments, with the core consumer being the healthy aspirational who is looking for simple and easy solutions to create healthier lifestyles for themselves and their families



World-class management team with years of industry experience

Large and growing market supported by mega-trends within health and wellness



Top 10 smoothies for beginners.



Brand power extension throughout the kitchen

3.2 M Social Media Followers¹

THE MAIN STRATEGIC GOALS SUPPORTING THE ACQUISITION

Surfing the mega-trends within nutrition and healthy food

Further expansion in North America

Getting a fresh and dynamic brand

Acquiring leadership in the personal blending category

Strengthening our leadership in the Food Preparation segment

THE ACQUISITION OF CAPITAL BRANDS

TRANSACTION HIGHLIGHTS



Price of approximately \$ 420 million

2020 forecast adjusted EBITDA multiple just above 8 times

Expected to be accretive to De' Longhi from next year

Consideration will be paid by drawing on De' Longhi Group's existing liquidity reserves

Closing expected to take place before year end 2020

Disclaimer

Closing is subject to obtaining the authorization by the competent antitrust authorities.

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THANK YOU.

Contacts:

Investor Relations:

Fabrizio Micheli / Samuele Chiodetto

T: +39 0422 4131

investor.relations@delonghigroup.com

DēLonghi Group



KENWOOD

BRAUN

Ariete