

# T TRADING COMPANY HOLDINGS

Trading Company Holdings (“TCH”) is a strategic platform that **acquires and invests in niche, genre and thematic centered, direct-to-consumer and multi-channel retail businesses and brands**. TCH primarily seeks to acquire businesses where the existing owner or members of leadership desire to remain, or to transition out over time. However it will consider acquisitions even where such is not the case. In any event, TCH is open to purchasing or investing through cash, stock, or a combination of both. TCH’s platform includes not only the basic capabilities critical to such companies and brands, but sophisticated systems, analytic tools and processes, and substantial resources and expertise. All of this allows TCH to drive customer growth through multi and omni-channel marketing, increased repurchasing through enhanced customer loyalty, and greater margins through the sale of more exclusively developed or sourced product. Further, each of these elements helps to strengthen a brand’s market position and grow both its revenue and profitability. TCH is backed by D Cubed Group, a long-term oriented private-market investment firm, and made its first investment when it acquired Victorian Trading Co., the leading catalog and ecommerce retailer of unique Victorian, romantic and classic-themed merchandise. TCH is actively pursuing the acquisition of other brands and companies.

## Core Focus

### Branded Product

- ✓ Assess & improve brand’s strength
- ✓ Refine (if needed) a brand’s market niche and drive better service to, and greater loyalty from, its customers
- ✓ Develop and manage sourcing of branded, proprietary products
- ✓ Identify & execute on opportunities to extend or broaden the brand’s audience in a variety of ways

### Multi-channel

- ✓ Expand and/or refine marketing of brand and products across channels
- ✓ Optimize integration of assortment planning & product merchandising across marketing channels
- ✓ Continuously enhance LTV contribution-to-acquisition cost
- ✓ Utilize channel strategy to retain and to reach new customer segments

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### Resources

- ✓ Capitalize on each brand’s existing leadership, management and team
- ✓ Enhance capabilities in areas where there exists the opportunity to drive improvement and capture upside
- ✓ Leverage team of world-class resources backing the enterprise
- ✓ Ongoing best-practice implementation, development and upgrading

### Acquisitions

- ✓ Acquire genre-based and thematic DTC and multi-channel retail brands
- ✓ Favor companies/brands with strong positions in identified interest areas
- ✓ Leverage TCH capabilities, and intra-company synergies, to enhance each brand’s results
- ✓ Drive significant value through ongoing organic and inorganic growth

## Deep Base of Expertise and Access to Resources

### D Cubed Group

- Private-market investment firm actively investing equity capital in profitable, small and mid-scale businesses operating in the consumer, retail and business services industries.
- Specifically targeted focus area in direct-to-consumer and multi-channel businesses, with an unparalleled network of functional and sector-focused experts.
- Business-oriented approach based on engaged partnership with management teams and supporting companies accelerated growth and optimized results.
- Ability to conduct due diligence and close transactions timely and efficiently as a result of significant knowledge and access to resources related to its sectors of focus
- Investment model with a true circle of alignment of interests among all stakeholders in order to optimize likelihood of success, and to help drive maximum value creation, of each investment.

### Management Team

- **Brad Farmer, CEO:** 30+ years of multi-channel retail experience. Previously President of Parcel Pending, a smart-locker package-delivery equipment company, where he led the growth, and ultimately the sale, for \$100mm. Previously CEO of Draper's and Damon's, a DTC and multi-channel lifestyle retailer and brand which grew from \$12mm to \$100mm+ through expansion and growth in catalog and ecommerce.
- **Tim Dolan, CFO:** 20+ years experience as the CFO of four companies which he was instrumental in driving substantial scaling to revenue levels of \$250M+. Significant experience executing and integrating acquisitions. CPA with 10 years at E&Y.
- **Kathy Miller, CDO:** Deep experience driving strategy, marketing and technology at consumer-facing companies, including Helzberg Diamonds and Dine Brands. Experienced in multiple go-to-market models and launching brands in new channels.

### Representative Board Members

- **Steven Lightman:** 30-year veteran of the direct and multi-channel market industry. Currently Group President, and President of Harry & David, at 800-Flowers, and sits on the Board of Directors of Infogroup. Previously served as CEO of Distinctive Apparel, Crosstown Traders and Sharper Image.
- **Steven Lumpkin:** 30+ years of experience as executive of customer-facing businesses. Currently on Board of numerous companies, he previously served as CFO, EVP, head of acquisitions and development of both Applebee's and a home skilled-nursing consolidator.
- **David Frankel:** 25+ years serving as President, and building all merchandising and other aspects, of number of brand-centric businesses including Jonathan Adler, Free People and MacKenzie-Childs.
- **Jenn McClain-DeJong:** Having led the digital marketing and other DTC areas at Ann Taylor, Chico's and The Limited, she currently operates her own consumer-first, data-driven marketing agency.

### Key Advisors

- **Terri Alpert:** Extensive executive-leadership, and consumer marketing and merchandising experience, from building, and serving as CEO of, two direct-to-consumer companies, Professional Cutlery Direct and Uno Alla Volta.
- **Michael Koziol:** Currently sits on direct-to-consumer e-commerce company boards, including KEH. Has extensive experience in leading digital transformation and growth initiatives for companies in various sectors including retail, e-commerce, and technology. Previously served as CEO of Huga, a 1,500-person global digital strategy, design, and technology firm.
- **Nathan Estruth:** Currently sits on several boards, including KPS Global and SmartSolve. Prior to that was CEO of iMFLUX, a Proctor & Gamble (P&G). And previously, and for most of his career, spent 25 years as head of innovation and new business at P&G.

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