

MISTRAL EQUITY PARTNERS

Founded in 2007, Mistral Equity Partners is a diversified investment firm focused on private equity and venture capital. Comprised of highly experienced investment professionals and seasoned industry executives, the firm specializes in the consumer, retail, restaurant, media and related technology and services sectors. Additionally, our principals are also executives of Haymaker Acquisition Corp, a \$330 million Special Purpose Acquisition Corporation.

Mistral seeks to invest in (or acquire) high-growth, disruptive businesses that are supported by strong demographic trends and fundamental changes in consumer preferences. Our principals have a long history of working together and identifying successful investment opportunities with these characteristics.

Mistral's resources and capabilities are complemented by several strategic partners and our Management Board is comprised of a number of accomplished industry executives and entrepreneurs who are also substantial limited partners.

Mistral seeks to generate long-term capital appreciation by purchasing equity securities (and other securities providing equity-like returns) in leveraged acquisitions, roll-ups, recapitalizations, and pre-IPO growth financings. We primarily invest in North American companies and have the unique ability to invest across a wide spectrum of company sizes, from early stage growth companies to mature cash flow businesses.

OUR PORTFOLIO

We back disruptive ideas and invest in strong leadership. Our portfolio is comprised of consumer, retail, restaurant, media and related technology and services companies.

[VIEW OUR PORTFOLIO \(HTTP://MISTRALEQUITY.COM/OUR-PORTFOLIO/\)](http://mistralequity.com/our-portfolio/)

INVESTMENT CRITERIA

Our philosophy is rooted in disruptive businesses and brands that people love. We champion change, boldness and execution both online and off.

[VIEW INVESTMENT CRITERIA \(HTTP://MISTRAL-EQUITY.COM/INVESTMENT](http://MISTRAL-EQUITY.COM/INVESTMENT)

OUR TEAM

Our investment professionals have in-depth experience as investors and operators, spanning venture capital, the middle market and public companies.

[MEET OUR TEAM \(HTTP://MISTRAL-EQUITY.COM/OUR-TEAM\)](http://MISTRAL-EQUITY.COM/OUR-TEAM)

 (<https://www.linkedin.com/company/355932/>)

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