



Seale & Associates

PERSONAL CARE
Q2 2023
VALUATION UPDATE

Introduction

We are pleased to share our Personal Care Industry Multiples Valuation Update for Q2 2023.

At Seale & Associates, we are committed to providing process-driven solutions designed to optimize value and achieve our clients' strategic objectives in a range of transactions including Mergers, Acquisitions, Divestitures and Carve-Outs, Business Sales, Recapitalizations, and Joint Ventures, among other corporate finance and strategy consulting services.

Over the course of 23+ years, we have successfully served clients all over the world, and we are delighted to continue providing investment banking advisory services to our Personal Care industry clients that are looking to grow through acquisitions or optimize their portfolios through strategic divestitures.

Seale has extensive experience advising leading multinational companies, private equity firms and family-owned businesses across a wide range of industries.



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SEALE & ASSOCIATES' SECTOR RELEVANT EXPERIENCE

ConvaTec

TARGET: Sensi-Care and Aloe Vesta
TRANSACTION TYPE: Sell-side advisory
INDUSTRIES: Skincare, Personal Care
GEOGRAPHY: Reading, GBR

SITUATION

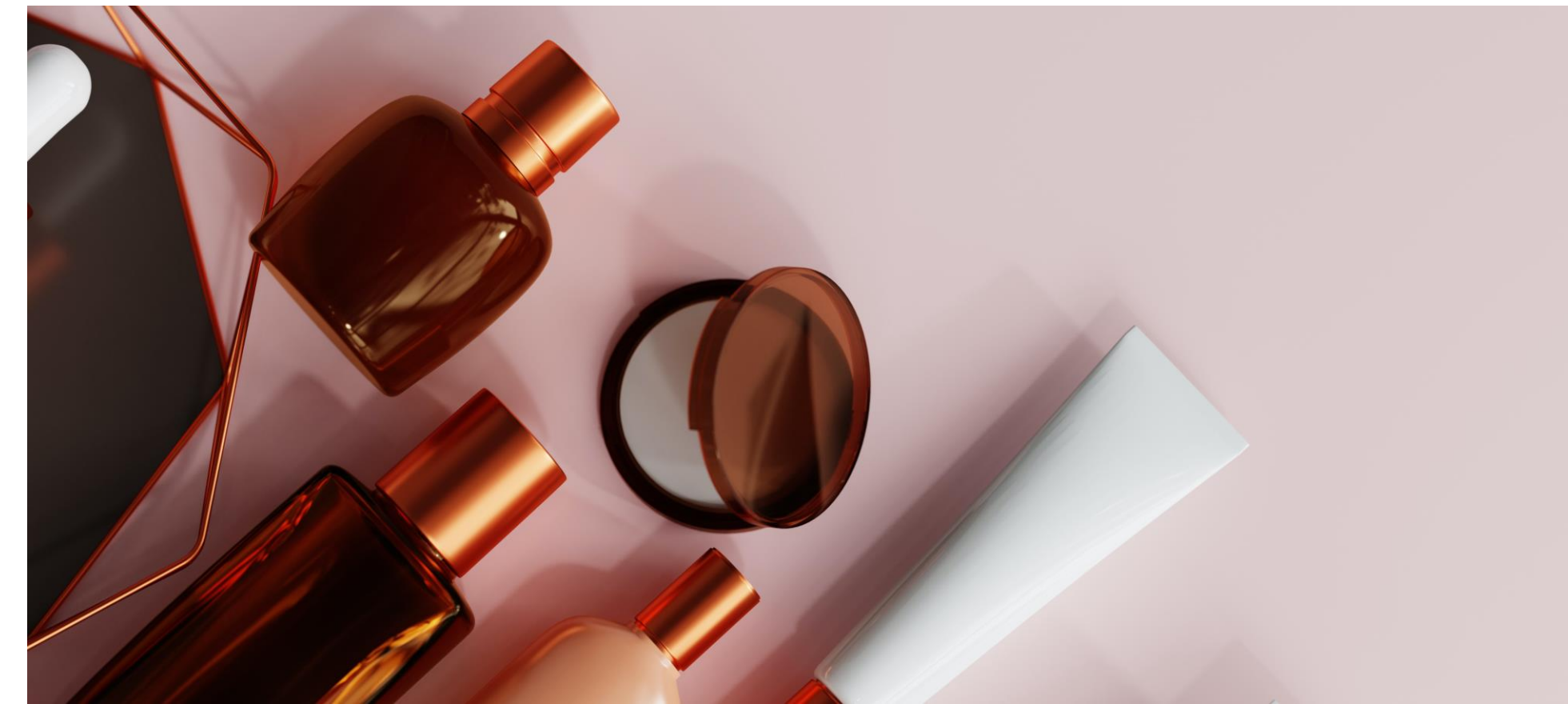
Seale & Associates acted as financial advisor to ConvaTec Group (LON:CTEC) on the divestiture of Sensi-Care and Aloe Vesta to Medline Industries. ConvaTec Group (LON:CTEC), is a global medical products company based in the United Kingdom.

SEALE & ASSOCIATES' APPROACH

Seale managed a competitive auction process with potential strategic and financial buyers for Sensi-Care and Aloe Vesta. Seale's disciplined approach allowed our client to maintain momentum and negotiating leverage throughout the process and ensure closing at a premium value and more favorable terms.

OUTCOME












The process resulted in a successful acquisition of Sensi-Care and Aloe Vesta by Medline Industries, an American healthcare company with almost USD\$14 billion in annual sales. The divestiture is part of ConvaTec's strategy to focus on its core businesses and markets.














"Seale was instrumental in keeping the process moving in a swift, orderly fashion. Their common sense and ability to find simple, common ground solutions while preserving our interests were invaluable in bringing this project to a successful conclusion."

George Landau, Vice President of Corporate Development at ConvaTec






Personal Hygiene Global Comparable Public Companies

Company		Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Second Quarter Jun. 30, 2023 EV/EBITDA EV/Revenue	
							2021	2022		
Colgate-Palmolive Company		USA	\$63,910	\$72,105	\$18,676	21.1%	16.4x	16.3x	16.8x	3.9x
Edgewell Personal Care Company		USA	\$2,114	\$3,444	\$2,254	14.7%	8.9x	9.3x	10.4x	1.5x
Essity AB (publ)		SWE	\$18,687	\$25,299	\$15,832	13.2%	10.8x	12.5x	12.4x	1.7x
Kimberly-Clark Corporation		USA	\$46,579	\$54,888	\$20,346	18.0%	12.0x	13.4x	13.6x	2.7x
Lion Corporation		JPN	\$2,639	\$2,398	\$2,750	8.1%	11.4x	7.4x	9.4x	0.9x
Pigeon Corporation		JPN	\$1,643	\$1,472	\$675	19.1%	19.2x	13.0x	12.0x	2.2x
PZ Cussons plc		GBR	\$862	\$964	\$791	13.0%	11.3x	11.0x	8.1x	1.2x
Reckitt Benckiser Group plc		GBR	\$53,904	\$63,774	\$19,076	25.3%	15.3x	16.0x	13.3x	3.5x
The Procter & Gamble Company		USA	\$357,647	\$387,745	\$82,006	26.5%	16.8x	17.5x	18.0x	4.8x
Unicharm Corporation		JPN	\$21,882	\$20,565	\$6,435	17.9%	17.0x	16.2x	18.6x	3.3x
Unilever PLC		GBR	\$130,959	\$160,908	\$66,461	18.3%	13.0x	12.5x	12.2x	2.4x
■ Excluded from mean and median						Mean	13.8x	13.2x	13.2x	2.3x
						Median	13.0x	13.0x	12.4x	2.3x











Beauty & Skin Care Global Comparable Public Companies

Company		Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Second Quarter Jun. 30, 2023 EV/EBITDA EV/Revenue	
							2021	2022	EBITDA	Revenue
Amorepacific Corporation		KOR	\$4,583	\$4,085	\$2,979	10.3%	18.7x	13.0x	13.4x	1.4x
Beiersdorf Aktiengesellschaft		DEU	\$30,024	\$28,128	\$10,108	17.1%	16.3x	15.3x	17.2x	2.9x
Cosmax, Inc.		KOR	\$801	\$982	\$1,231	6.9%	13.3x	7.1x	11.7x	0.8x
Coty Inc.		USA	\$10,481	\$15,245	\$5,371	15.8%	30.1x	12.1x	16.0x	2.8x
e.l.f. Beauty, Inc.		USA	\$6,153	\$6,115	\$673	18.5%	38.6x	30.6x	68.1x	10.6x
Kao Corporation		JPN	\$16,763	\$17,188	\$10,760	11.1%	12.3x	11.2x	13.0x	1.6x
KOSÉ Corporation		JPN	\$5,442	\$4,821	\$2,094	11.9%	32.1x	20.2x	18.3x	2.3x
LG H&H Co., Ltd.		KOR	\$5,407	\$5,247	\$5,541	13.4%	15.1x	8.7x	7.1x	1.0x
L'Occitane International S.A.		LUX	\$3,538	\$4,295	\$2,319	18.7%	12.2x	10.9x	9.6x	1.8x
L'Oréal S.A.		FRA	\$249,539	\$252,834	\$44,179	21.7%	27.9x	24.9x	26.6x	6.1x
Natura &Co Holding S.A.		BRA	\$4,768	\$7,203	\$7,121	4.9%	22.4x	10.2x	13.2x	1.0x

Beauty & Skin Care Global Comparable Public Companies (Continued)

Company		Country	Market Cap. US\$M	Enterprise Value US\$M	Revenue US\$M	EBITDA Margin	Annual Average EV/EBITDA		Second Quarter Jun. 30, 2023 EV/EBITDA EV/Revenue	
							2021	2022		
Noevir Holdings Co., Ltd.		JPN	\$1,292	\$1,118	\$430	19.6%	16.3x	15.1x	13.5x	2.6x
Nu Skin Enterprises, Inc.		USA	\$1,657	\$2,022	\$2,042	9.5%	6.8x	6.2x	8.2x	1.0x
Shiseido Company, Limited		JPN	\$17,944	\$19,429	\$7,388	8.9%	34.0x	21.8x	26.2x	2.6x
The Estée Lauder Companies Inc.		USA	\$70,189	\$75,076	\$15,862	16.9%	28.3x	19.3x	21.3x	4.7x
Ulta Beauty, Inc.		USA	\$23,436	\$24,698	\$10,497	17.9%	15.7x	11.0x	10.8x	2.4x
■ Excluded from mean and median						Mean	16.3x	13.0x	13.3x	2.3x
						Median	15.7x	11.6x	13.2x	2.3x


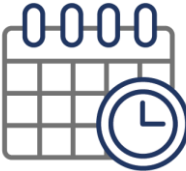







Personal Care – Q2 Global Transactions

Date	Target	Country	Description	Buyer	Seller	% Acquired	Size US\$M	EV/ EBITDA	EV/ Revenue
Jun-23	Creative Cosmetics Limited	GBR	Designs and manufactures cosmetics and skin care products	 Look Fabulous Forever Perfect Makeup for Older Faces	-	100.0%	-	-	-
Jun-23		USA	Offers a wide range of lash and brow products, as well as other beauty products		-	100.0%	-	-	-
Jun-23		GBR	Manufactures and sells perfumes, body washes, and shower gels		BlackRock	100.0%	\$3,819.3	-	14.0x
Jun-23		IRL	Manufactures and distributes professional hair and beauty cosmetics		-	100.0%	-	-	-
Jun-23		ESP	Manufactures and distributes organic and natural cosmetics		-	ND	-	-	-
Jun-23		IND	Manufactures and retails grooming products for men		infoedge	42.3%	\$7.4	-	-
Jun-23		DEU	Manufactures and sells skincare products			100.0%	\$17.6	-	-
Jun-23		GBR	Provides a comprehensive product development service, including assistance with formulation, packaging, manufacturing and distribution		-	51.0%	-	-	-
May-23	Unicharm (Thailand)	THA	Manufactures and distributes baby care and feminine care products			5.9%	\$86.4	-	-
May-23		ITA	Develops, manufactures, and sells food supplements, medical devices, cosmetics, and pharmaceutical products		-	32.4%	\$64.7	11.7x	2.2x
Apr-23	FMCG business	IND	Manufactures and markets deodorants and sexual wellness products			100.0%	\$345.6	-	-
Apr-23		USA	Manufactures a hair revival serum to control hair loss and hair thinning		-	100.0%	\$69.5	-	-

Personal Care – Q2 Global Transactions (Continued)

Date	Target	Country	Description	Buyer	Seller	% Acquired	Size US\$M	EV/ EBITDA	EV/ Revenue
Apr-23		FRA	Produces and sells cosmetics and skincare products for women suffering from cancer			ND	-	-	-
Apr-23		JPN	Manufactures cosmetics		NYC LLC	100.0%	-	-	0.3x
Apr-23	Portfolio of skin care brands	DEU	Portfolio of well-recognized and trusted over-the-counter (OTC) skin care brands			100.0%	-	-	-
Apr-23		AUS	Produces and sells skin, hair, hand, fragrance, and body care products			100.0%	\$2,525.0	24.0x	4.7x
Sources: Capital IQ, Merger Market, TTR							Mean	20.9x	3.1x
							Median	20.9x	4.1x

Private Equity Transactions

INDUSTRY CLASIFICATION	PERIOD	AVERAGE ENTERPRISE VALUE (IN USD)	REVENUE (IN USD)	TTM REVENUE GROWTH	ENTERPRISE VALUE / REVENUE	EBITDA MARGIN	ENTERPRISE VALUE /EBITDA	NUMBER OF TRANSACTIONS
								
Health and Personal Care Stores <small>NAICS 446 – Health and Personal Care Stores</small>	2018-2023	\$45.6M	\$34.5M	21.2%	1.5X	25.2%	6.3X	23
Cosmetics, Beauty Supplies, and Perfume Stores <small>NAICS 44612 – Cosmetics, Beauty Supplies, and Perfume Stores</small>	2018-2023	\$63.5M	\$44.9M	19.3%	1.5x	22.6%	7.1x	4

Source: GF Data

Notes:

- Data obtained via GF Data, a subscription-based information platform, offering detailed information and metrics about the transactions of Private Equity funds in the U.S.
- The data is provided under a blind confidential format. Users of the data are unable to identify the exact company and transaction corresponding to the transaction details. Given this blind approach, the data submitted is less likely to be biased or manipulated.

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 <i>has sold</i>  <i>to</i> Daives Baird Pty Ltd <i>a sister company of</i> 	 <i>has acquired</i> 	 <i>has sold</i>  <i>to</i> Code Flower Inc.	 <i>has sold its</i> GRACE Membranes Business  <i>a subsidiary of</i> 	 <i>has sold</i>  <i>and</i>  <i>to</i> 	 <i>has sold a controlling interest to</i> 	 <i>has been acquired by</i> 	 <i>has sold</i> SENSI CARE and ALOE VESTA <i>to</i> 	 <i>has sold their</i> Sanitaryware Manufacturing Plant <i>to</i> 	 <i>has acquired</i> Multiple snack companies   	 <i>has sold</i>  <i>to</i> 
 <i>has sold</i>  <i>to</i> 	 <i>has been acquired by</i> 	 <i>has sold</i> Oxbow Sulphur, Inc. <i>to</i> 	 <i>has been acquired by</i> 	 <i>has sold</i>  <i>to</i> KPAC Holdings, Inc. <i>A private investment group</i>	 <i>has acquired</i> 	 <i>has acquired</i> 	 <i>has acquired</i> 	 <i>has sold its</i> SYCAR Resins business <i>to</i> 	 <i>has sold</i> NEGRI BOSSI™ <i>to</i> Private Equity Partners	 <i>has been acquired by</i> 
 <i>has sold</i>  <i>to</i> 	 <i>has acquired</i>  KFC Costa Rica <i>from</i> 	 <i>has been acquired by</i> 	 <i>has sold</i>  <i>to</i> 	 <i>has sold the</i> Films Business of  <i>to</i> 	 <i>has been acquired by</i> 	 <i>has sold</i>  <i>to</i> 	 <i>Oxbow's Senior Subordinated debt issued by</i>  <i>was refinanced by</i> 	 <i>has sold</i>  <i>to</i> 	 <i>has acquired</i>  <i>from</i> THE MOORE COMPANY	 <i>sold its concrete pumping business to</i> 

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Please contact us if you would like further information about M&A trends and/or specific transaction multiples for your industry

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For over 25 years, Seale & Associates has served leading public and private companies from around the world and operating in a broad range of industries with a high level of quality, integrity and independence while presenting innovative ideas and trusted solutions to address their most complex dealings.

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