

- ▶ Sunrise Strategic Partners (“Sunrise”) is a consumer brand accelerator that provides growth capital and expertise to emerging brands in the healthy, active and sustainable living space.

## Partnering with good people to build great brands

Sunrise’s founding vision strategically targets brands which incorporate ESG-driven operating concepts into their business framework and speak to millennial and personal value-driven consumers.

Our partnership with Sunrise provides a centralized support framework to allow smaller, emerging brands to tap into the shared experience, advice and best practices of the Sunrise management team, backed by our Trilantic North America team—from governance support to branding and future planning, this centralized expertise gives these companies the tools needed to thrive in the market.



2016

### Recognizing a Need

We formed Sunrise in partnership with Steve Hughes, a veteran food & beverage industry executive with more than 30 years of experience. Sunrise invests in and onboarded 4 new companies in 2016 with a forward-thinking ESG framework in mind (e.g., fair-trade commercial practices, sustainable agriculture, health-conscious food products).

2017–2019

### Broadening the Scope

Sunrise continued to invest in ESG values-driven brands, in line with prior investments, including companies with diverse founders (e.g. women- and veteran-owned businesses).



2020...

### ...and Beyond

We continue to partner with Sunrise founders to add strategic value, offer guidance on tactical priorities and leverage industry relationships to help maximize brand potential with existing investee companies.



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## Disclosure Statement

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