RED BLACK

ALTERNATIVE

Executive Summary

Purpose-Driven Capital. Partner-Focused Growth

Who We Are

Founded in 2013, Crimson Peak Capital operates as a leading family office focused on achieving long-term capital appreciation through strategic investments and collaborative partnerships across Europe.
Our emphasis is on promoting sustainable growth and innovation by utilizing our vast experience and creative approaches.

Our Mandate

Crimson Peak Capital was founded on the belief that enduring value is built through alignment, partnership, and strategic focus. We take a tailored, hands-on approach to each investment, backing teams where our capital and experience can drive meaningful growth. We measure success not just by returns, but by the strength of the businesses we build and the relationships we forge.

Our Approach

Collaborative Culture

We cultivate a collaborative environment where diverse perspectives are valued. Our teams work together to challenge conventional thinking and develop innovative solutions that meet the complex needs of our investments.

Growth and Expansion

Since our inception, we have expanded our reach and capabilities, now operating with a dedicated team across Europe. Our focus remains on excellence and delivering impactful investment outcomes.

Core Values

We emphasize humility, inclusivity, and leveraging diverse viewpoints. Our extensive experience enables us to create effective and innovative solutions tailored to our investment strategies.

Our Track Record and Capabilities

We Have Proven Performance Backed By Strategic Value Creation Expertise

Our proven track record of consistent investment and value realization demonstrates our capability to identify and cultivate high-potential opportunities. This foundation of expertise underpins our strategic approach to growth and operational enhancement.

Investment Highlights

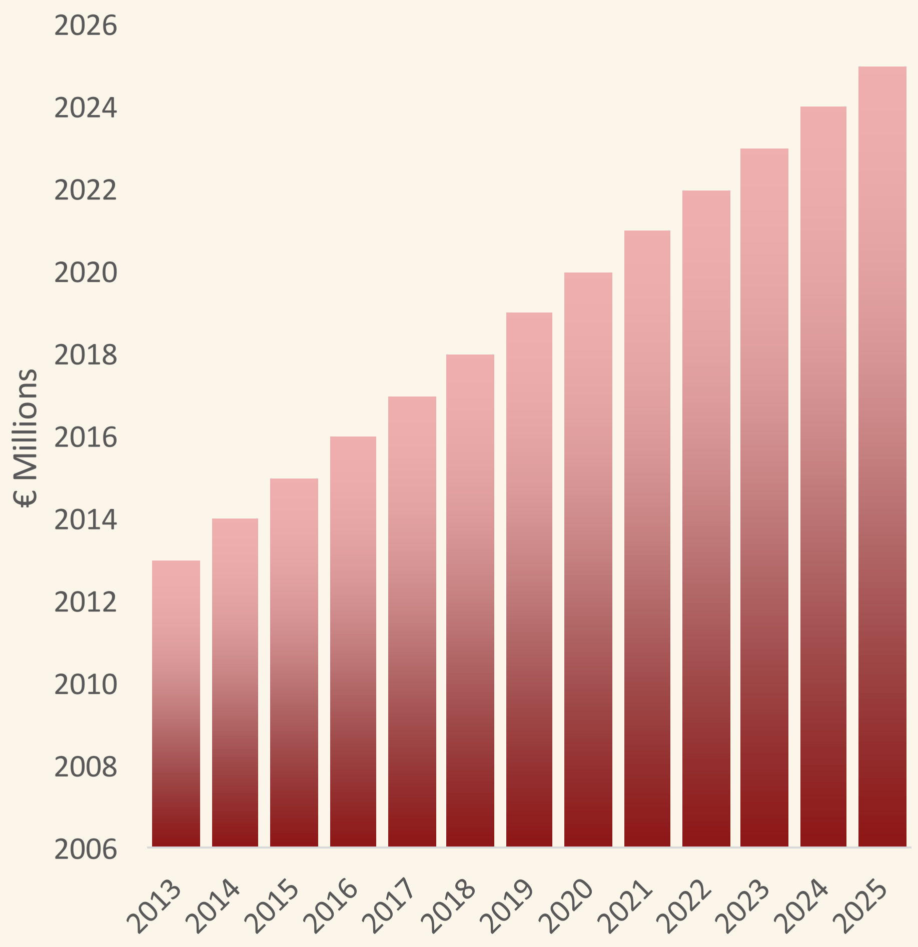
€421.1m in nominal value of purchased portfolios

11 Portfolios Acquired

Diverse investments across multiple markets

Investment Activity By Year

€421+ Million invested since 2013



Core Capabilities

Growth Strategy Development

Identifying and executing organic and inorganic growth opportunities

Market Expansion

Supporting companies in entering new geographic markets and market segments.

Operational Enhancement

Identifying and executing organic and inorganic growth opportunities

Strategic Partnerships

Identifying and executing organic and inorganic growth opportunities

Our Diversified Portfolio

Partnering with Leading Businesses and Driving Value Across Diverse Sectors

Our diversified portfolio reflects a strategic approach to investing across resilient sectors with strong growth fundamentals in Continental Europe. Each investment demonstrates our commitment to partnering with leading businesses to drive enduring value.

Restaurants & Food Services

Whiskey in the Jar
American-style steak-and-burger bar chain born in Poznań and now present in major Polish cities, famed for oversized burgers, USDA-inspired steaks and cocktail "jars".

Sempre Pizza & Vino
Tri-city (Gdańsk, Sopot, Gdynia) mini-chain serving Neapolitan pizzas and classic Italian primi in waterfront or pedestrian locations.

Pizzium
Fast-growing Neapolitan pizza brand (40+ stores) across northern and central Italy, marrying 90-second wood-firing with modern fast-casual interiors.

Marchesi 1824
Prada-owned luxury pastry house with boutiques in Milan's Via Monte Napoleone, Galleria Vittorio Emanuele II & London Mayfair, selling artisanal cakes, pralines & café fare.

Consumer Brands & Specialty Retail

CK Modelcars
German e-commerce specialist offering 60 000+ die-cast and resin scale models (1:64–1:12) to a global collector base via a dedicated warehouse in Asslar.

Sabatini Gin
Family-owned Tuscan distillery producing a London Dry gin distilled with nine local botanicals and awarded at leading international spirits competitions.

BioNike
Italian dermo-cosmetic brand focused on nickel-tested, preservative- and fragrance-free formulas for sensitive skin, distributed through pharmacies and online.

Unoaerre
Historic Arezzo manufacturer (since 1926) of 18-carat gold and silver chains, rings and wedding bands, exporting Italian-made jewelry worldwide

Industrial & Engineering

Boldrocchi Group
Lombard engineering firm delivering bag-filters, DeSOx/DeNOx and full flue-gas treatment systems that drive industrial emissions to near-zero levels.

Financial Services

Industrial Stars of Italy

Milan-based promoter of the "Industrial Stars of Italy" SPAC series, raising capital on Euronext Growth Milan to merge with high-growth mid-caps.

What Makes Us An Attractive Buyer

Crimson Peak Capital Offers an Unparalleled Value Proposition as a Premier Equity Partner

As a premier equity partner, we offer an unparalleled value proposition to sellers and their advisors, characterized by speed, certainty, and flexible, evergreen capital. This distinct approach ensures a streamlined and reliable transaction process.

Speed of Execution

No investment committee bureaucracy

We have streamlined due diligence and decision-making process with typical completion within 45-60 days of LOI signing.

Flexible Structures

We adapt to seller preferences and needs

We offer customized transaction structures to accommodate unique seller objectives and company situation including minority stakes, earnouts, and rollovers

Evergreen Capital

No fund life constraints allows a patient approach to value creation

Unlike traditional private equity funds, our family office structure enables long-term investments without pressure for exits

Certainty of Close

100% success rate on signed LOIs

We provided self-funded capital with no financing contingencies that ensure our firm deal pursuits without surprises.

Our Investment Approach

Strategically Focused, Efficient Execution with Long Term View for High-Potential Opportunities

Our investment approach is strategically designed to identify European mid-market companies with strong fundamentals and high growth potential. This disciplined selection, coupled with our flexible capital, enables tailored solutions and long-term value creation

We Offer Customized Deal Structures in the Mid-Market

Ticket Size:

€1 - €10 million per Investments

Geographic Focus:

Continental Europe

Transaction Types:

- Majority or minority stakes
- Growth Equity
- Buy-out
- Recapitalisation

Focusing on Target Sectors with High Growth Potential

Industrial Processes
Investing in technologies that improve efficiency.

Consumer Products
Enhancing products with digital tools for market extension.

Retail Expansions
Expanding retail footprints to boost market penetration.

Unlocking Lasting Value with Focused Investment Strategy

Market Positioning
Focusing on high quality opportunities in niche markets with high potential.

Growth-Oriented Approach
Focus on sustainable growth rather than financial engineering or cost-cutting.

Long-term Partnership Approach
Collaborative approach with management teams, respecting company culture and legacy while providing strategic guidance.

Our Efficient Investment Process as a Family Office

1. **Opportunity Identification & Due Diligence**
Proactive sourcing and comprehensive evaluation of investment opportunities
2. **Transaction Execution**
Efficient deal structuring and closing with transparency throughout the process. We have an average of 50-90 days from LOI to closing
3. **Long-term Value Creation**
Collaborative approach with management to implement growth initiatives focusing on sustainable growth with patient capital approach for optimal outcomes.

Our Value Creation Approach

Implementing Tailored Strategies for Sustainable Value Enhancement

Our value creation approach aligns opportunities with capital and talent, governed by clear rules and incentive plans, aiming for long-term value creation. This tailored methodology is fundamental to unlocking sustainable growth and enhancing portfolio company performance.

Our Value Creation Process

1. **Diagnostic Assessment**
   Comprehensive analysis of operations, market position, and growth opportunities.
2. **Detailed Value Creation Plan**
   Development of a tailored comprehensive roadmap with specific initiatives and targets.
3. **Focused Implementation**
   Execution of strategic initiatives with clear accountability and milestones.
4. **Active Monitoring & Refinement**
   Continuous hands-on performance tracking and strategy adjustments for optimal results.

We identify and execute targeted strategic initiatives to accelerate growth and enhance market position.

- ✓ Market expansion planning
- ✓ Competitor positioning analysis
- ✓ Product portfolio optimization

We implement operational improvements to increase efficiency, quality, and customer satisfaction.

- ✓ Process optimization
- ✓ Technology infrastructure enhancement
- ✓ Supply chain management

We build high-performing teams and organizational structures that drive sustainable growth.

- ✓ Executive team development
- ✓ Incentive alignment
- ✓ Organization structure optimization

Case Study: Food and Beverage

Whiskey In The Jar

COMPANY OVERVIEW

- Whiskey in the Jar operates a chain of American-style restaurants in Poland, specializing in grilled cuisine, particularly steaks (including premium selections) and burgers. The menu also features ribs, salmon, prawns, various appetizers like wings and nachos, salads, and desserts.
- A key element of their brand is the offering of signature whiskey-based cocktails served in jars, complementing the rock-inspired atmosphere which often includes live music events.
- Locations include Poznań (Stary Browar), Wrocław, Łódź, Gdańsk, and Warszawa.

DEAL SUMMARY

Industry	Restaurants
HQ	Poznań, Poland
Acquired	
Divested	

INVESTMENT THESIS

- Capitalize on a distinctive, popular casual dining concept with strong brand recognition in key Polish cities to accelerate profitable, nationwide expansion.
- Implement operational improvements and technology adoption to enhance unit economics, consistency, and scalability across the network.
- Leverage digital channels and data analytics to deepen customer relationships, increase visit frequency, and optimize marketing spend.

VALUE CREATION INITIATIVES

Operational Scalability & Efficiency

- Standardize best practices across all venues
- Optimize kitchen operations with tech
- Streamline supply-chain management via digital tools
- Leverage tech-driven staffing models
- Boost unit profitability & growth readiness

Strategic Footprint Expansion

- Execute a disciplined rollout into high-potential urban markets
- Evaluate diverse location formats (e.g., express concepts, travel hubs)
- Ground decisions in market analysis and brand-fit criteria

Next-Gen Guest Interface

- Elevate the brand's unique atmosphere across venues
- Integrate digital reservation and ordering systems
- Launch a digital loyalty program
- Deploy targeted marketing tools
- Deepen customer engagement and boost repeat visits

FINANCIAL SUMMARY

	202X	202X	Growth
Revenue			
EBITDA			
EBITDA Margin			

Case Study: Consumer Brands

BioNike

COMPANY OVERVIEW

- BioNike is an Italian dermocosmetics brand established in 1960, specializing in products formulated for sensitive, allergic, and reactive skin. It is recognized as a pioneer in Italy for addressing contact allergies caused by heavy metals (like nickel) in cosmetics and developed "Nickel Tested" products.
- The brand emphasizes its "Free From" philosophy, avoiding preservatives, fragrances (or using allergen-free ones), and nickel.
- BioNike operates its own research laboratories and production facility in Lainate (near Milan), ensuring 100% Italian production with advanced technology.

DEAL SUMMARY

Industry	Cosmetics
HQ	
Acquired	
Divested	

INVESTMENT THESIS

- Invest in scientific dermocosmetics leader with strong brand equity.
- Target the high-growth, specialized sensitive skincare market niche.
- Accelerate international expansion into priority European/global markets.
- Leverage strong resonance of the brand's "Free From" proposition.
- Enhance digital capabilities significantly to scale direct online sales.
- Build robust online community complementing core pharmacy channel presence.
- Utilize R&D strength for targeted innovations, broadening the offering.

VALUE CREATION INITIATIVES

International Expansion

- Enter key international markets systematically leveraging brand credibility.
- Build targeted distribution partnerships (pharmacies, specialist retailers).
- Execute localized go-to-market strategies for optimal penetration.

Digital Acceleration

- Enhance direct online channel and overall digital presence.
- Optimize platforms; use data-driven marketing and CRM tools.
- Build brand authority online and drive direct sales growth.

Product Innovation

- Leverage R&D and brand equity for portfolio expansion.
- Enter adjacent categories or address unmet sensitive skin needs.
- Reinforce market leadership within the dermocosmetics sector.

FINANCIAL SUMMARY

	202X	202X	Growth
Revenue			
EBITDA			
EBITDA Margin			

Case Study: Industrials

Boldrocchi Group

COMPANY OVERVIEW

- Boldrocchi Group is an international engineering, manufacturing, and service firm headquartered near Milan, Italy Founded in 1909 initially as a fan company, it has expanded significantly over a century through internal development and acquisitions.
- Its portfolio includes industrial fans, blowers, compressors, air pollution control, heat exchangers, coolers, gas turbine systems, noise protection products, and heavy-duty process dampers.
- The company serves various industries, including energy, oil and gas, petrochemicals, pulp and paper, and cement. Boldrocchi emphasizes tailor-made, integrated systems and manages projects from engineering to delivery and commissioning.

DEAL SUMMARY

Industry	Engineering
HQ	
Acquired	
Divested	

INVESTMENT THESIS

- Invest in an established engineering leader with diverse, critical technologies.
- Target resilient global heavy industries requiring custom, integrated solutions.
- Drive value through operational optimization and enhanced global integration.
- Accelerate growth via strategic focus on core markets/clients.
- Expand high-margin services and digital offerings for recurring revenue.
- Leverage technical expertise for large-scale, complex international projects.

VALUE CREATION INITIATIVES

Operational Integration

- Optimize global manufacturing footprint and supply chain networks.
- Standardize key processes across diverse business acquisitions.
- Enhance project execution through integrated management systems.

Strategic Market Focus

- Deepen penetration in core high-value industrial segments globally.
- Expand strategically into adjacent geographic or technological markets.
- Strengthen key account management for large multinational clients.

Service & Solution Expansion

- Accelerate growth of higher-margin aftermarket parts/services business.
- Develop digital monitoring and predictive maintenance solutions.
- Enhance capabilities for delivering complex, integrated system packages.

FINANCIAL SUMMARY

	202X	202X	Growth
Revenue			
EBITDA			
EBITDA Margin			

Case Study: Financial Services

Industrial Stars of Italy

COMPANY OVERVIEW

- Milan-based promoter of the “Industrial Stars of Italy” SPAC series, raising capital on Euronext Growth Milan to merge with high-growth mid-caps.

DEAL SUMMARY

Industry	Investment Vehicle
HQ	
Acquired	
Divested	

INVESTMENT THESIS

- Partner with a leading Italian mid-market company at its public market inflection point.
- Leverage the SPAC merger's capital infusion and enhanced profile as growth catalysts.
- Provide strategic capital and expertise to accelerate post-merger value creation initiatives.
- Support management in navigating public markets and executing growth plans effectively.
- Drive international expansion and M&A strategy to build a scaled European leader.
- Capitalize on attractive entry valuation relative to future public market potential.

VALUE CREATION INITIATIVES

Public Market Readiness

- Establish robust corporate governance, reporting structures, investor relations.
- Strengthen management team to navigate public company requirements effectively.
- Ensure compliance with ongoing stock exchange listing rules.

Capital-Fueled Growth

- Deploy merger proceeds into organic growth initiatives.
- Accelerate strategic international market expansion plans using new capital.
- Execute targeted bolt-on acquisitions to consolidate market position.

Strategic Repositioning

- Leverage enhanced public profile to attract talent and partners.
- Utilize public currency for larger, transformative M&A opportunities.
- Refine long-term strategy focusing on maximizing shareholder value.

FINANCIAL SUMMARY

	202X	202X	Growth
Revenue			
EBITDA			
EBITDA Margin			

Benefits for M&A Advisors

Crimson Peak Capital Delivers Value to Intermediaries Through Certainty, Speed, and Partnership

We understand the critical role of M&A advisors and are committed to fostering strong, mutually beneficial partnerships. Our approach ensures deal certainty, fee protection, transparent processes, and opportunities for aligned success.

Certainty of Close

Our streamlined decision-making process and in-house capital ensure transactions close as promised without financing contingencies.

Fee Protection

We respect the value intermediaries bring to transactions and offer clear fee protection terms from initial engagement through closing.

Transparent Process

Clear communication through the entire deal process with direct access to decision-makers and consistent feedback on opportunities.

Co-Investment Opportunities

We offer select co-investment opportunities to our advisor partners, allowing participation in the upside of successful transactions.

Actively Growing our Advisor Relationships

XX+
Active Advisor Relationships

XX+
Deals Presented and LOIs signed

100%
Transaction Fee Protection

XX%
Repeat Advisor Transactions

Advisor Testimonials

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus iaculis, augue in lacinia elementum."

Managing Director, XXX Advisory Firm

"Lorem ipsum dolor sit amet, consectetur adipiscing elit. Phasellus iaculis, augue in lacinia elementum."

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