



HOULIHAN  
CAPITAL

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Industry Observations – December 31, 2018

## Consumer Products Industry

## Select Consumer Products Public Company Industry Data As of December 31, 2018

(USD in millions, except per share data)

		Market Data					LTM Operating Data			Forward Estimates	
		Price at 12/31/18	% of 52 Week High	Equity Value	Enterprise Value	Debt / Total Capital	Total Assets	LTM Revenue	LTM EBITDA	CY 2018 Revenue Estimate	CY 2018 EBITDA Estimate
Company Name	Ticker										
Consumer Durables											
Ethan Allen Interiors Inc.	ETH	\$17.59	59.8%	\$467.35	\$481.23	0.4%	\$534.49	\$771.94	\$67.42	\$777.47	\$73.59
La-Z-Boy Incorporated	LZB	\$27.71	70.8%	\$1,297.76	\$1,368.87	5.2%	\$1,052.14	\$1,657.69	\$162.85	\$1,826.35	\$171.68
Leggett & Platt, Incorporated	LEG	\$35.84	71.9%	\$4,674.17	\$6,688.84	50.2%	\$3,382.00	\$4,269.50	\$579.20	\$5,016.83	\$765.43
Mohawk Industries, Inc.	MHK	\$116.96	41.4%	\$8,678.31	\$13,437.74	30.5%	\$13,099.12	\$9,983.63	\$1,547.56	\$10,349.68	\$1,656.98
Tempur Sealy International, Inc.	TPX	\$41.40	63.0%	\$2,256.26	\$4,713.21	88.3%	\$2,715.40	\$2,702.90	\$325.80	\$2,798.04	\$463.54
Whirlpool Corporation	WHR	\$106.87	57.0%	\$6,819.19	\$14,188.28	65.3%	\$18,347.00	\$21,037.00	\$1,906.00	\$20,460.15	\$2,004.83
Household Products											
Church & Dwight Co., Inc.	CHD	\$65.76	94.6%	\$16,192.26	\$17,635.48	46.2%	\$6,069.20	\$4,145.90	\$932.80	\$4,283.36	\$986.37
Colgate-Palmolive Company	CL	\$59.52	76.4%	\$51,622.88	\$62,695.09	97.0%	\$12,161.00	\$15,544.00	\$4,270.00	\$15,629.66	\$4,209.31
Energizer Holdings, Inc.	ENR	\$45.15	68.9%	\$2,704.26	\$3,889.29	94.9%	\$4,416.10	\$1,796.30	\$369.10	\$2,752.32	\$588.50
Kimberly-Clark Corporation	KMB	\$113.94	92.3%	\$39,457.53	\$47,467.84	100.6%	\$14,518.00	\$18,486.00	\$3,863.00	\$18,392.15	\$4,137.06
Libbey Inc.	LBY	\$3.88	33.6%	\$85.93	\$514.67	86.9%	\$740.13	\$813.53	\$80.77	\$812.99	\$85.73
Lifetime Brands, Inc.	LCUT	\$10.03	53.9%	\$208.24	\$566.94	56.4%	\$800.43	\$659.04	\$38.35	\$792.84	\$0.00
Newell Brands Inc.	NWL	\$18.59	57.1%	\$8,677.81	\$18,327.29	61.5%	\$22,398.10	\$13,969.70	\$2,029.50	\$8,785.59	\$1,195.74
Orchids Paper Products Company	TIS	\$0.94	6.0%	\$10.03	\$193.50	61.5%	\$341.75	\$186.34	\$6.17	\$0.00	\$0.00
The Procter & Gamble Company	PG	\$91.92	94.9%	\$229,010.25	\$269,214.54	38.2%	\$123,687.00	\$66,912.00	\$17,626.00	\$68,472.78	\$17,747.15
Spectrum Brands Holdings, Inc.	SPB	\$42.25	45.6%	\$2,257.22	\$7,345.66	77.1%	\$7,551.50	\$3,100.90	\$481.70	\$3,755.74	\$562.02
Tupperware Brands Corporation	TUP	\$31.57	47.6%	\$1,533.70	\$2,159.43	137.6%	\$1,306.00	\$2,069.70	\$375.20	\$1,986.33	\$370.67

Notes: LTM (latest twelve months); Enterprise Value (market capitalization less total cash and short-term investments plus short-term borrowings and total long-term debt);

EBITDA (earnings before interest, taxes, depreciation and amortization)

Source: Capital IQ

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Publicly available information utilized in this publication has been obtained from sources deemed to be reliable. Houlihan does not guarantee the accuracy or completeness of the information provided within this publication. The material presented reflects information known to the authors at the time this publication was written and this information is subject to change.

## Select Consumer Products Public Company Industry Data As of December 31, 2018

(USD in millions, except per share data)

Company Name	Ticker	Market Data					LTM Operating Data			Forward Estimates	
		Price at 12/31/18	% of 52 Week High	Equity Value	Enterprise Value	Debt / Total Capital	Total Assets	LTM Revenue	LTM EBITDA	CY 2018 Revenue Estimate	CY 2018 EBITDA Estimate
Leisure Products											
Brunswick Corporation	BC	\$46.45	66.5%	\$4,029.07	\$5,265.20	43.5%	\$4,285.70	\$5,159.20	\$642.40	\$5,404.29	\$766.59
Hasbro, Inc.	HAS	\$81.25	74.1%	\$10,278.73	\$11,876.51	49.3%	\$5,262.99	\$4,579.65	\$499.01	\$4,943.24	\$989.62
Marine Products Corporation	MPX	\$16.91	68.1%	\$583.38	\$468.51	0.0%	\$100.88	\$298.62	\$37.16	\$298.55	\$36.47
Mattel, Inc.	MAT	\$9.99	52.9%	\$3,448.06	\$8,097.90	81.0%	\$5,243.50	\$4,510.90	\$158.20	\$4,658.43	\$541.41
Polaris Industries Inc.	PII	\$76.68	55.7%	\$4,737.34	\$7,078.71	69.4%	\$4,124.92	\$6,165.97	\$716.99	\$6,799.54	\$803.09
Personal Products											
Avon Products, Inc.	AVP	\$1.52	50.8%	\$672.39	\$2,829.19	134.0%	\$3,010.00	\$5,571.30	\$342.90	\$5,214.24	\$359.22
Revlon, Inc.	REV	\$25.19	85.0%	\$1,330.96	\$4,526.80	145.2%	\$3,188.30	\$2,609.50	\$102.50	\$2,581.10	\$266.00
The Estée Lauder Companies Inc.	EL	\$130.10	81.9%	\$47,207.12	\$56,412.11	43.9%	\$12,676.00	\$14,194.00	\$2,957.00	\$15,011.85	\$3,231.88
Medifast, Inc.	MED	\$125.02	47.9%	\$1,495.86	\$1,474.12	0.0%	\$174.45	\$433.17	\$63.27	\$653.45	\$98.02
Nu Skin Enterprises, Inc.	NUS	\$61.33	69.2%	\$3,406.84	\$3,556.81	35.5%	\$1,694.45	\$2,679.01	\$395.32	\$2,788.29	\$427.75
Inter Parfums, Inc.	IPAR	\$65.57	97.1%	\$2,054.56	\$2,182.81	8.1%	\$783.15	\$647.87	\$101.77	\$708.59	\$117.35
Prestige Consumer Healthcare Inc.	PBH	\$30.88	66.5%	\$1,597.67	\$3,294.39	59.9%	\$3,668.08	\$990.72	\$336.09	\$962.31	\$332.28
USANA Health Sciences, Inc.	USNA	\$117.73	85.3%	\$2,822.76	\$2,284.27	0.0%	\$554.46	\$1,189.25	\$205.33	\$1,292.10	\$226.90

Notes: LTM (latest twelve months); Enterprise Value (market capitalization less total cash and short-term investments plus short-term borrowings and total long-term debt);

EBITDA (earnings before interest, taxes, depreciation and amortization)

Source: Capital IQ

## Select Consumer Products Public Company Valuation Metrics As of December 31, 2018

(USD in millions, except per share data)

		LTM Operating Statistics						Trading Multiples			
Company Name	Ticker	Return On Assets	Return On Equity	Return On Capital	Revenue Growth	EBITDA Growth	EBITDA Margin	TEV/ LTM Revenue	TEV/ CY 2018 Revenue	TEV/ LTM EBITDA	TEV/ CY 2018 EBITDA
Consumer Durables											
Ethan Allen Interiors Inc.	ETH	5.5%	9.1%	7.7%	2.2%	-6.0%	8.7%	0.6x	0.6x	7.1x	6.5x
La-Z-Boy Incorporated	LZB	8.5%	13.7%	12.7%	6.7%	4.8%	9.8%	0.8x	0.7x	8.4x	8.0x
Leggett & Platt, Incorporated	LEG	8.0%	26.1%	11.6%	8.3%	3.5%	13.6%	1.6x	1.3x	11.5x	8.7x
Mohawk Industries, Inc.	MHK	5.4%	11.9%	6.7%	5.2%	-16.9%	15.5%	1.3x	1.3x	8.7x	8.1x
Tempur Sealy International, Inc.	TPX	5.5%	69.5%	8.0%	-1.9%	-14.3%	12.1%	1.7x	1.7x	14.5x	10.2x
Whirlpool Corporation	WHR	4.1%	-3.8%	8.1%	-1.0%	-6.7%	9.1%	0.7x	0.7x	7.4x	7.1x
	Mean	6.2%	21.1%	9.1%	3.3%	-5.9%	11.5%	1.1x	1.1x	9.6x	8.1x
	Median	5.5%	12.8%	8.0%	3.7%	-6.4%	10.9%	1.1x	1.0x	8.5x	8.0x
Household Products											
Church & Dwight Co., Inc.	CHD	8.2%	24.3%	10.8%	9.8%	4.0%	22.5%	4.3x	4.1x	18.9x	17.9x
Colgate-Palmolive Company	CL	18.9%	1162.7%	35.1%	0.6%	-2.6%	27.5%	4.0x	4.0x	14.7x	14.9x
Energizer Holdings, Inc.	ENR	6.7%	199.6%	16.5%	1.5%	3.5%	20.5%	2.2x	1.4x	10.5x	6.6x
Kimberly-Clark Corporation	KMB	13.3%	345.7%	24.9%	0.8%	-3.7%	20.9%	2.6x	2.6x	12.3x	11.5x
Libbey Inc.	LBY	2.9%	-16.7%	4.6%	6.1%	16.5%	9.9%	0.6x	0.6x	6.4x	6.0x
Lifetime Brands, Inc.	LCUT	1.8%	-4.4%	2.3%	11.7%	-3.4%	5.8%	0.9x	0.7x	14.8x	N/A
Newell Brands Inc.	NWL	3.1%	-51.6%	4.4%	24.7%	23.6%	14.5%	1.3x	2.1x	9.0x	15.3x
Orchids Paper Products Company	TIS	-2.2%	-13.2%	-2.5%	18.9%	-53.6%	3.3%	1.0x	N/A	31.4x	N/A
The Procter & Gamble Company	PG	7.4%	19.9%	10.3%	1.8%	1.5%	26.3%	4.0x	3.9x	15.3x	15.2x
Spectrum Brands Holdings, Inc.	SPB	2.6%	11.7%	3.2%	-6.8%	-13.6%	15.5%	2.4x	2.0x	15.2x	13.1x
Tupperware Brands Corporation	TUP	14.7%	N/A	31.3%	-8.2%	-7.9%	18.1%	1.0x	1.1x	5.8x	5.8x
	Mean	7.0%	167.8%	12.8%	5.5%	-3.2%	16.8%	2.2x	2.3x	14.0x	11.8x
	Median	6.7%	15.8%	10.3%	1.8%	-2.6%	18.1%	2.2x	2.0x	14.7x	13.1x

Notes: LTM (latest twelve months); NTM (next twelve months); EBITDA (earnings before interest, taxes, depreciation and amortization); TEV (total enterprise value)

Source: Capital IQ

## Select Consumer Products Public Company Valuation Metrics As of December 31, 2018

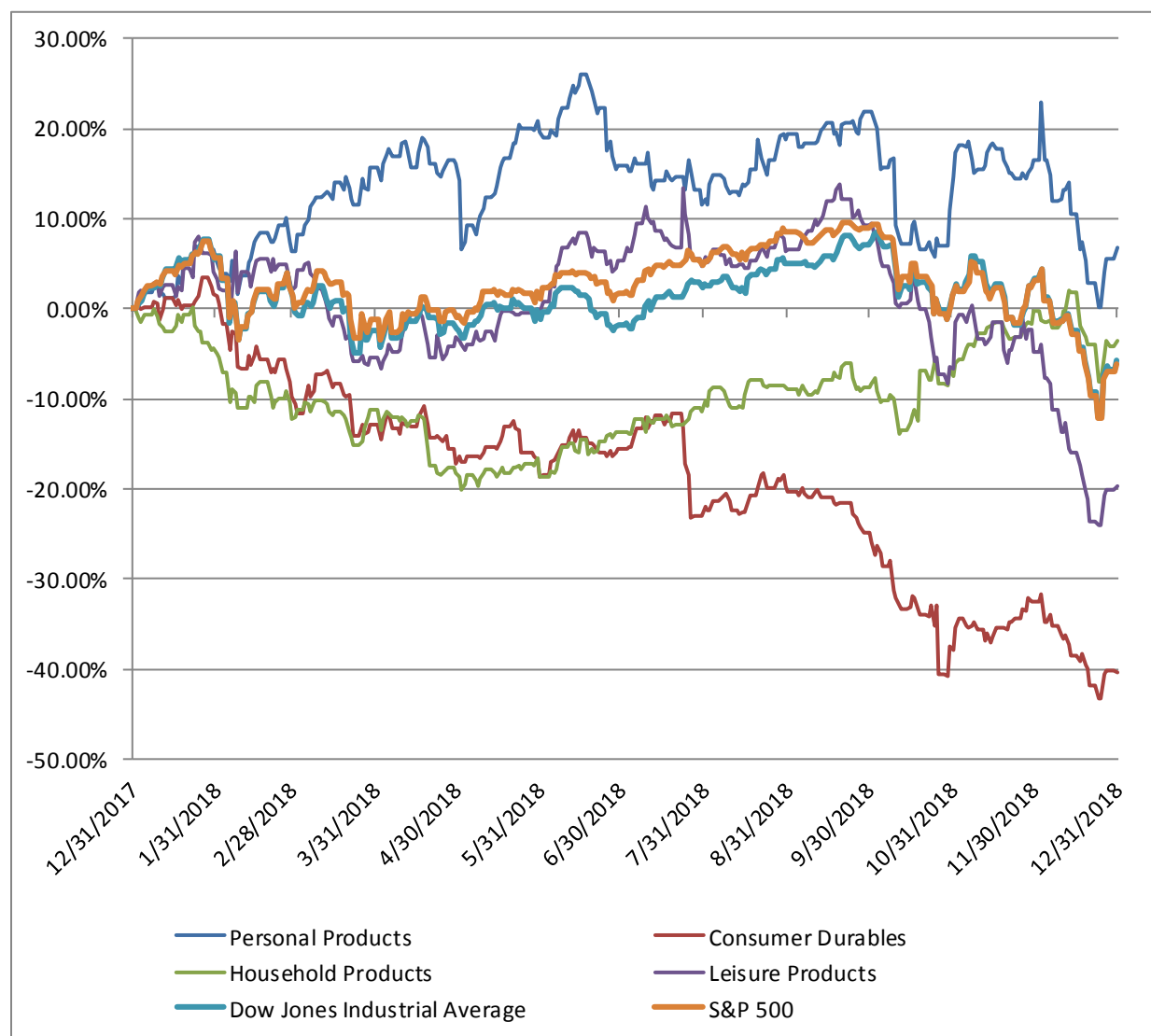
(USD in millions, except per share data)

		LTM Operating Statistics						Trading Multiples			
		Return On Assets	Return On Equity	Return On Capital	Revenue Growth	EBITDA Growth	EBITDA Margin	TEV/ LTM Revenue	TEV/ CY 2018 Revenue	TEV/ LTM EBITDA	TEV/ CY 2018 EBITDA
Company Name	Ticker										
Leisure Products											
Brunswick Corporation	BC	8.1%	17.2%	13.0%	14.4%	9.6%	12.5%	1.0x	1.0x	8.2x	6.9x
Hasbro, Inc.	HAS	3.9%	12.3%	5.8%	-12.1%	-49.2%	10.9%	2.6x	2.4x	23.8x	12.0x
Marine Products Corporation	MPX	22.5%	39.3%	30.5%	11.7%	18.8%	12.4%	1.6x	1.6x	12.6x	12.8x
Mattel, Inc.	MAT	-1.2%	-55.1%	-1.8%	-7.6%	194.9%	3.5%	1.8x	1.7x	51.2x	15.0x
Polaris Industries Inc.	PII	8.8%	37.3%	13.5%	12.0%	13.0%	11.6%	1.1x	1.0x	9.9x	8.8x
	Mean	8.4%	10.2%	12.2%	3.7%	37.4%	10.2%	1.6x	1.5x	21.1x	11.1x
	Median	8.1%	17.2%	13.0%	11.7%	13.0%	11.6%	1.6x	1.6x	12.6x	12.0x
Personal Products											
Avon Products, Inc.	AVP	4.4%	N/A	10.4%	-2.5%	-17.6%	6.2%	0.5x	0.5x	8.3x	7.9x
Revlon, Inc.	REV	-0.1%	N/A	-0.2%	-3.6%	-56.4%	3.9%	1.7x	1.8x	44.2x	17.0x
The Estée Lauder Companies Inc.	EL	11.9%	36.8%	18.7%	11.2%	9.1%	20.8%	4.0x	3.8x	19.1x	17.5x
Medifast, Inc.	MED	23.8%	43.2%	33.4%	51.4%	53.7%	14.6%	3.4x	2.3x	23.3x	15.0x
Nu Skin Enterprises, Inc.	NUS	11.9%	16.4%	16.9%	17.5%	14.2%	14.8%	1.3x	1.3x	9.0x	8.3x
Inter Parfums, Inc.	IPAR	7.4%	11.5%	9.0%	12.4%	12.9%	15.7%	3.4x	3.1x	21.4x	18.6x
Prestige Consumer Healthcare Inc.	PBH	5.0%	5.2%	6.0%	-3.4%	-2.7%	33.9%	3.3x	3.4x	9.8x	9.9x
USANA Health Sciences, Inc.	USNA	21.9%	33.5%	31.2%	13.6%	35.7%	17.3%	1.9x	1.8x	11.1x	10.1x
	Mean	10.8%	24.4%	15.7%	12.1%	6.1%	15.9%	2.4x	2.2x	18.3x	13.0x
	Median	9.6%	24.9%	13.6%	11.8%	11.0%	15.2%	2.6x	2.0x	15.1x	12.6x

Notes: LTM (latest twelve months); NTM (next twelve months); EBITDA (earnings before interest, taxes, depreciation and amortization); TEV (total enterprise value)

Source: Capital IQ

## Consumer Products Public Company LTM Equity Performance As of December 31, 2018



Note: The indices are derived from the equity performance of the previously listed companies. Source: Capital IQ

## Recent M&A Activity in the Consumer Products Industry

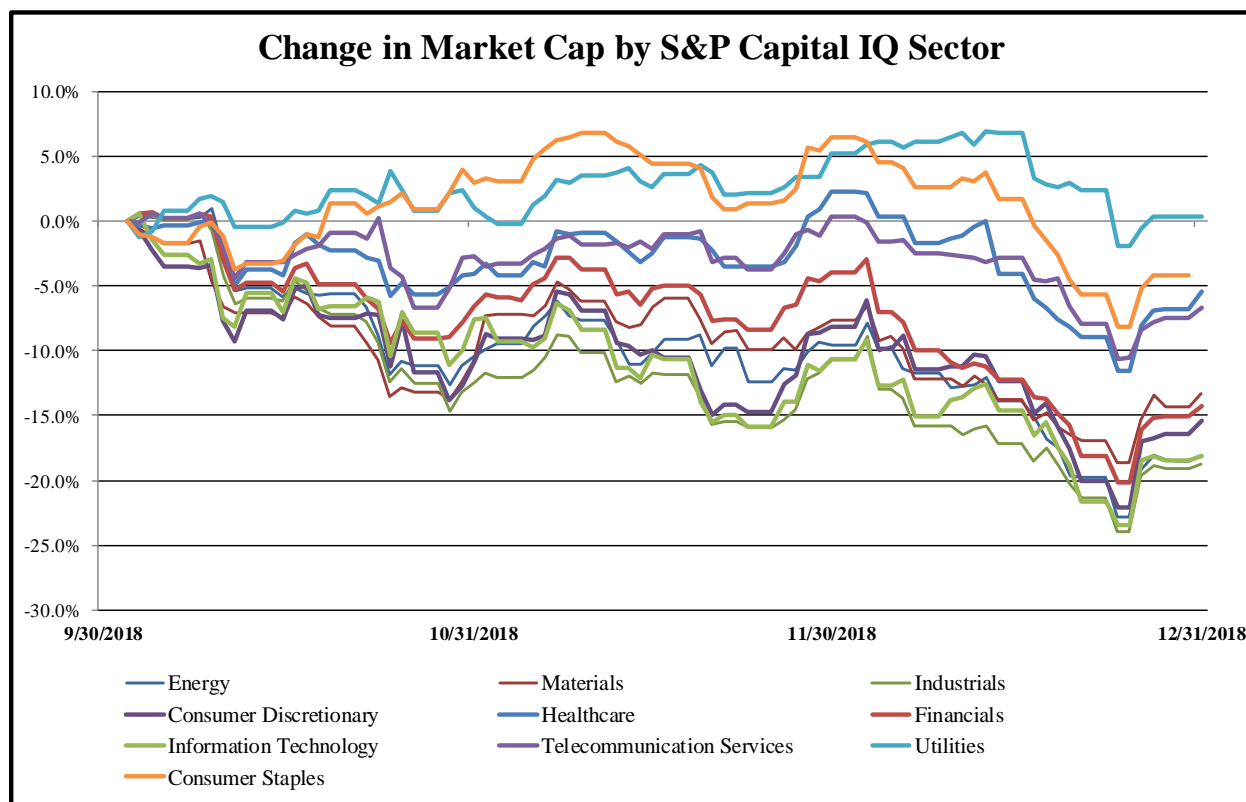
### December 31, 2017 to December 31, 2018

(USD in millions)

Close Date	Target	Acquirer	Target Company Primary Industry	Implied Enterprise Value
2/12/2018	CalAtlantic Group, Inc.	Lennar Corporation	Homebuilding	\$9,880.48
12/21/2018	Pure Fishing, Inc.	Sycamore Partners	Leisure Products	\$1,300.00
12/21/2018	Jostens, Inc.	Platinum Equity, LLC	Apparel, Accessories and Luxury	\$1,300.00
4/12/2018	Ring Inc.	Amazon.com, Inc.	Consumer Electronics	\$992.78
9/20/2018	Belkin International, Inc.	FIT Hon Teng Limited	Consumer Electronics	\$850.00
7/2/2018	Boat Holdings, LLC	Polaris Sales Inc.	Leisure Products	\$825.00
10/2/2018	AV Homes, Inc.	Taylor Morrison Home Corporation	Homebuilding	\$781.53
3/20/2018	Carlisle FoodService Products, Incorporated	The Jordan Company, L.P.	Housewares and Specialties	\$750.00
6/12/2018	Saban Brands Voyagers And SCG Characters And SCG	Hasbro, Inc.	Leisure Products	\$522.00
8/28/2018	Thom Browne, Inc.	Ermenegildo Zegna Holditalia S.p.A.	Apparel, Accessories and Luxury	\$500.00
10/22/2018	Perry Ellis International, Inc.	N/A	Apparel, Accessories and Luxury	\$486.23
6/4/2018	Columbia River and All Assets of Sunlight Supply, IP	Hawthorne Hydroponics LLC	Household Appliances	\$470.00
3/9/2018	RSI Communities LLC	William Lyon Homes, Inc.	Homebuilding	\$423.00
6/29/2018	Rawlings Sporting Goods Company, Inc.	Seidler Equity Partners; Major League Baseball	Leisure Products	\$395.00
10/18/2018	Vionic Group, LLC	Caleres, Inc.	Footwear	\$360.00
3/2/2018	Taylor Holdco, LLC	Lifetime Brands, Inc.	Household Appliances	\$313.00
10/30/2018	Brahmin Leather Works, Inc.	Markel Ventures, Inc.	Apparel, Accessories and Luxury	\$213.26
10/1/2018	MVMT Watches Inc.	Movado Group, Inc.	Apparel, Accessories and Luxury	\$200.00
11/13/2018	Westport Homes, Inc.	D.R. Horton, Inc.	Homebuilding	\$190.00
2/26/2018	Rimports Inc.	Sterno Products, LLC	Home Furnishings	\$170.00
12/31/2018	Circle Towers	N/A	Homebuilding	\$160.00
9/4/2018	Ravin Crossbows, LLC	Velocity Outdoor, Inc.	Leisure Products	\$123.00
7/3/2018	Fabric Development, Inc. and Textile Products, Inc.	Kordsa, Incorporated	Textiles	\$100.00
5/2/2018	CID Resources, Inc.	Superior Group of Companies, Inc.	Apparel, Accessories and Luxury	\$88.18
4/2/2018	GUND, Inc.	Spin Master Corp.	Leisure Products	\$76.03
4/4/2018	Oboz Footwear, LLC	Kathmandu Holdings Limited	Footwear	\$75.00
10/31/2018	Atlanta Decorative Arts Center	International Market Centers, Inc.	Home Furnishings	\$67.50
12/11/2018	Terramor Homes, Inc.	D.R. Horton, Inc.	Homebuilding	\$60.00
12/11/2018	Dunhill Homes/Nathan Carlisle Homes	TRI Pointe Group, Inc.	Homebuilding	\$60.00
12/4/2018	Classic Builders, Inc.	D.R. Horton, Inc.	Homebuilding	\$60.00
12/18/2018	Pure Health Solutions, Inc.	Quench USA, Inc.	Household Appliances	\$57.60
1/9/2018	Assets of Oakdale Homes and Hampton Homes	AV Homes, Inc.	Homebuilding	\$42.00
11/6/2018	TP Apparel LLC/TP Apparel Europe Ltd	Redbubble Limited	Apparel, Accessories and Luxury	\$41.00
8/6/2018	Ashford Riverview and Ashford Palmetto Square	RADCO Development LLC	Homebuilding	\$30.00
2/6/2018	All Assets of K'NEX Brands, L.P.	Basic Fun, Inc.	Leisure Products	\$29.00
11/30/2018	The Business and Certain Assets of The Furniture	Lippert Components Manufacturing, Inc.	Leisure Products	\$28.00
8/6/2018	Jay Gems Inc.	Renaissance Jewelry New York, Inc.	Apparel, Accessories and Luxury	\$25.62
11/20/2018	Thomasville and Broyhill Business Units of Heritage Home	Authentic Brands Group LLC; SB360 Capital	Home Furnishings	\$22.00
1/10/2018	ADO Products Inc.	TopBuild Corp.	Apparel, Accessories and Luxury	\$21.30
6/22/2018	Sam Tucker, LLC	Culp, Inc.	Textiles	\$21.03
12/17/2018	All Operating Assets of Maiweave LLC	Intertape Polymer Group Inc.	Textiles	\$21.00
3/12/2018	Substantially All of The Assets of TeeShirt Ink Inc.	Art Gun Technologies, LLC	Textiles	\$16.35
5/3/2018	VIEVU LLC	Axon Enterprise, Inc.	Consumer Electronics	\$12.94
12/17/2018	Tepui Outdoors, Inc.	Thule Group AB (publ)	Leisure Products	\$9.50
4/3/2018	Avon Engineered Fabrications, Inc.	Performance Inflatables Co., LLC	Textiles	\$9.25
4/12/2018	Substantially All of the Assets of Estes-Cox Corporation	Estes Industries, LLC	Leisure Products	\$6.00
10/30/2018	Cloud B, Inc.	Edison Nation, Inc.	Leisure Products	\$4.06
4/30/2018	All Assets of Petzila, Inc.	SigmaTron International, Inc.	Consumer Electronics	\$3.50
10/1/2018	Substantially All Assets of Playhut, Inc.	Basic Fun, Inc.	Leisure Products	\$1.15
12/31/2017	Reserve Strap Inc.	Wisewear Corporation	Consumer Electronics	\$0.51
2/2/2018	Certain Assets of Quantum Scientific Imaging, Inc.	Scientific Digital Imaging plc	Consumer Electronics	\$0.35
3/12/2018	Emotion Apparel, Inc.	12 Retch Corporation	Apparel, Accessories and Luxury	\$0.09
1/18/2018	Designer Apparel Group, LLC	Code Green Apparel Corp.	Apparel, Accessories and Luxury	\$0.05
11/28/2018	All the assets of TrackingPoint, Inc.	Talon Precision Optics, LLC	Leisure Products	NA
12/7/2018	ADG Security, Inc.	Doyle Security Systems, Inc.	Consumer Electronics	NA
12/10/2018	Hamilton Benchmark, Inc./Carolina Glass & Mirror, Inc.	Installed Building Products, Inc.	Home Furnishings	NA
3/15/2018	CMS Mechanical Services, Inc.	Service Logic Acquisitions Inc.	Homebuilding	NA
12/5/2018	South Carolina Elastic Company	Industrial Value Partners	Textiles	NA

Source: Capital IQ

## S&P Capital IQ - Sector Last 3 Month Equity Performance As of December 31, 2018

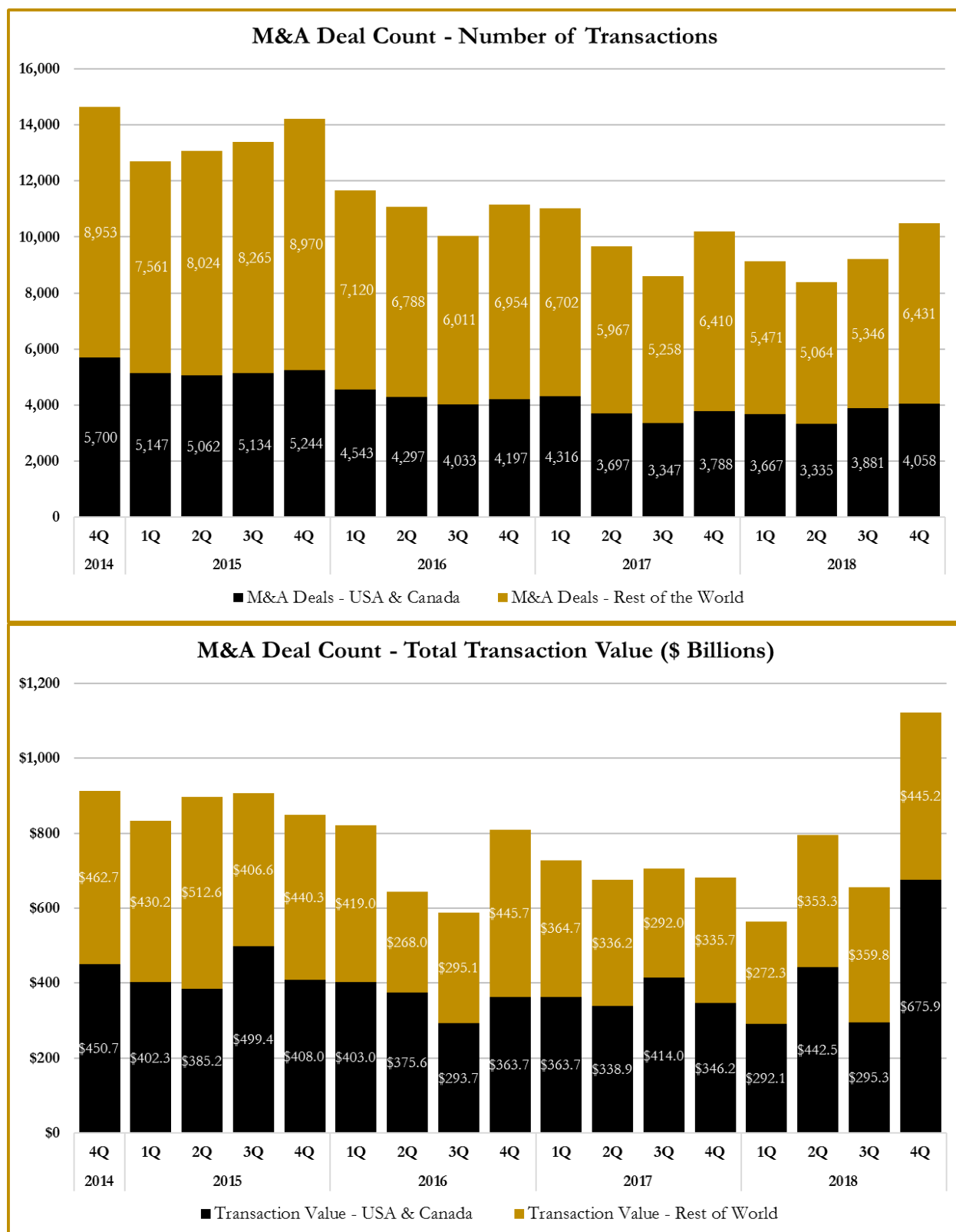


Note: The indices are derived from the equity performance of the S&P Capital IQ Sectors. Source: Capital IQ

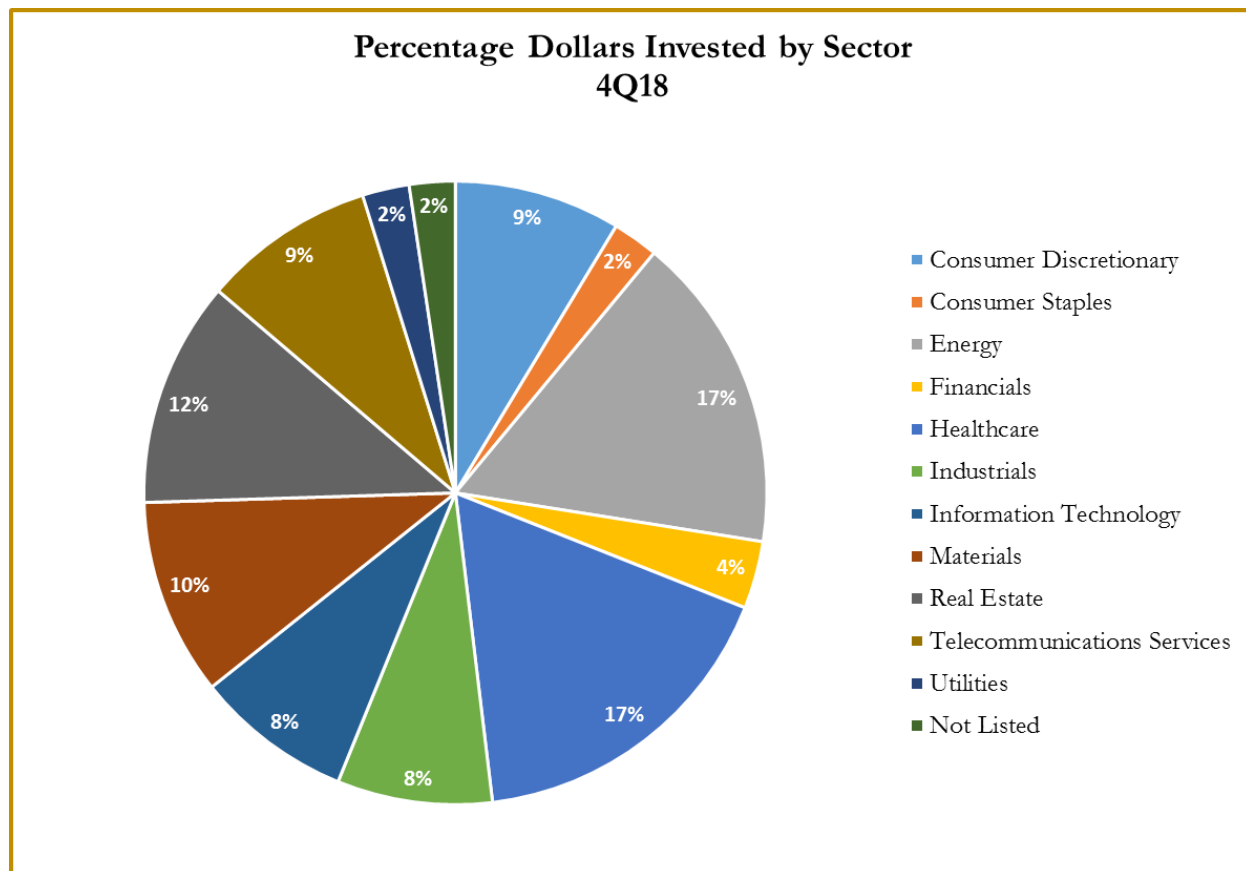


## M&A Deal Flow Statistics by S&P Capital IQ Sector

### As of December 31, 2018



## M&A Deal Flow Statistics by S&P Capital IQ Sector As of December 31, 2018





## About Us

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Through our Investment Banking Group, we offer sell side/buy side advisory and capital raises. Through our Special Situations desk, we provide services that fit outside the archetypal verticals, including liquidity solutions, transactional advisory, and secondary market advisory and trading.

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Our team provides support for a wide variety of situations including commercial and shareholder disputes, derivatives and structured finance litigation, and fraudulent conveyance.

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