

Clearview Capital Seeks Add-on Acquisitions for The Barcode Group



Clearview Capital is currently seeking add-on acquisitions for its portfolio company, The Barcode Group, Inc. (“Barcode”), a leading provider of sales and marketing, data analytics, creative services and consumer insights and research to emerging and private label brands who are seeking expanded distribution in top retailers and e-commerce channels. Barcode has a track record of working with high growth brands and private label suppliers across a range of product categories at Walmart, Target, Costco and other retailers. Over its history, Barcode has built a strong reputation for pioneering new products and leveraging data insights to strategically align brands’ product roadmaps, pricing and strategies to match retailers’ needs. Barcode has offices in Minneapolis, Bentonville, Chicago and St. Louis.

Clearview Capital acquired the companies which combined to form Barcode, in partnership with management in 2021, and is actively seeking potential add-ons with the following characteristics:

Existing Retailers	<p>Businesses providing retail sales and marketing services at Barcode’s core retailers, including Walmart, Target and Costco.</p> <p><i>Categories of interest include:</i></p> <ul style="list-style-type: none"> • Food & beverage • Health & wellness • Beauty/personal care • Baby • Pet • Home goods
Data Analytics and Insights	<p>Businesses with differentiated and/or proprietary capabilities in data analytics or consumer insights to support retail sales and marketing.</p>
New Retailers/Channels	<p>Businesses providing retail sales and marketing services in additional retail channels such as drug, discount, home improvement or other regional retailers/grocers.</p>
E-commerce	<p>Businesses providing e-commerce services for Amazon as well as brick and mortar retail customers.</p> <p><i>Capabilities of interest:</i></p> <ul style="list-style-type: none"> • E-commerce strategy/consulting • Content management • Digital marketing • Supply chain support

All add-on candidates should also meet the following criteria:

- Annual revenues of at least \$1 million
- History of profitable growth
- Strong management team
- Strong vendor and retailer relationships

Selling shareholders and management team members also have the opportunity to participate in the future growth of the combined company through **equity ownership**, through a roll over of some portion of their existing ownership or through an investment alongside of the existing shareholders of The Barcode Group.

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