

# BREGAL PARTNERS ANNOUNCES GROWTH INVESTMENT IN JU-JU-BE INTERNATIONAL

COSTA MESA, Calif., February 13, 2018 – Bregal Partners, a leading middle-market private equity firm, is pleased to announce a growth investment in Ju-Ju-Be International (“Ju-Ju-Be” or the “Company”), a leading lifestyle brand in the juvenile products industry and provider of premium diaper bags, backpacks, and accessories. The investment was made in partnership with the Company’s founders, Joseph Croft and Kristin Hunziker, who remain significant shareholders in the business.

Bregal Partners’ Managing Partner, Charles Yoon, noted, “We believe Ju-Ju-Be is well-positioned to capitalize on the trend towards higher quality, functional, and fashionable products that help parents on-the-go. Given Ju-Ju-Be’s reputation among its loyal and truly remarkable customer base, we believe there is an opportunity to explore new product categories with the same goal of making parents’ lives more convenient, more comfortable, safer, and more fun.”

Joseph Croft, Ju-Ju-Be’s co-founder, stated, “We are incredibly excited to partner with Bregal Partners as we enter our new phase of growth. We will leverage Bregal’s expertise in consumer products along with their financial and operational resources to accelerate our product innovation as we continue to grow our Company.”

Mr. Croft also emphasized that he will work tirelessly to continue to serve Ju-Ju-Be’s community of loyal followers, noting, “I am extremely proud of how our consumers have embraced the Ju-Ju-Be brand, and I promise we will continue to provide products that exceed the high standards our customers expect. Bregal places significant emphasis on corporate social responsibility and using business as a force for good, and with their backing, we will continue to develop and promote only the highest quality products. Best of all, we will do it in a way that resonates with our shared philosophies of doing good while doing well.”

Mary George, who Bregal has known for nearly two decades, will join the Ju-Ju-Be team as Executive Chairwoman. Mary is a seasoned executive with 25+ years of experience building brands and companies in the consumer space. Mary has served as CEO of Bell Sports and as CEO of Easton Hockey, in addition to serving as a Board Member and Advisor to several well-known consumer brands, including Oakley Sunglasses, Oreck Vacuum Cleaners, and 3-Day Blinds.

Samer Ezzeddine, Bregal Partners’ Managing Director, added that Bregal had been pursuing potential investments in the juvenile products category over the past two years. “Ju-Ju-Be has established itself as an emerging lifestyle brand through its focus on high-quality, versatile products and by interacting with its growing community of followers in fun and engaging ways. We are thrilled to be partnering with and supporting Joe and his team as they continue building this truly special Company.”

Investment bank D.A. Davidson & Co. served as financial advisor to Ju-Ju-Be and Buchalter PC provided legal counsel to Ju-Ju-Be. Winston & Strawn LLP provided legal counsel to Bregal Partners on Bregal’s investment in Ju-Ju-Be. Financial terms of the transaction were not disclosed.

## About Ju-Ju-Be

Ju-Ju-Be, based in Costa Mesa, CA, is a leading provider of premium diaper bags, backpacks, and accessories. Ju-Ju-Be’s diaper bags come in a variety of styles, sizes, and on-trend print

designs. The Company's diaper bags are known for functionality as they are machine washable and have ample pockets/storage solutions. For more information on Ju-Ju-Be, please visit <https://www.ju-ju-be.com>.

#### About Bregal Partners

Bregal Partners is a leading middle market private equity firm with a focus on corporate social responsibility. The firm looks to acquire and grow market leading businesses in the consumer, food, multi-unit, and energy services industries. Bregal Partners is one of several dedicated firms under the Bregal Investments umbrella, which is a global private equity platform that has invested or committed over \$12.5 billion since 2002. For more information on Bregal Partners, please visit [www.bregalpartners.com](http://www.bregalpartners.com).

#### Contact:

Philip Nunes

BackBay Communications

617.391.0792

[phil.nunes@backbaycommunications.com](mailto:phil.nunes@backbaycommunications.com)