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Kopari Beauty Announces Growth Capital Investment from *L* Catterton

New Investments from Largest Global Consumer Private Equity Firm and Celebrity Investors Accelerate Expansion Opportunities Worldwide for the Cult-Favorite, Coconut Oil-Based Brand

San Diego, CA. (January 25, 2017) – Today**,** Kopari Beauty, the digitally native e-commerce beauty brand that has planted its flag in coconut oil, announces a significant growth capital investment from *L* Catterton, the largest consumer-focused private equity firm in the world. In addition, some of Hollywood's most elite have joined this investment round, including Karlie Kloss, Shay Mitchell, Hilary Duff, Mila Kunis and Ashton Kutcher. The capital raised both from *L* Catterton and the Company's celebrity investors will help propel Kopari's continued growth throughout the United States and expansion into international markets, as well as drive Kopari's continued R&D and product innovation. This growth capital will also be used to advance investments in marketing and inventory in an effort to support the retail partnership with Sephora, having recently launched on their website in October 2016, and expanding to brick-and-mortar locations nationwide this month. Terms of the transaction were not disclosed.

"This significant investment from *L* Catterton demonstrates the strong positioning and high performance of our brand," said Kopari CEO, Bryce Goldman. "The investment will allow Kopari to continue our rapid growth and expansion, providing people worldwide with the benefits of coconut oil and cutting edge, multi-purpose formulations that deliver effective results in the safest and most natural way possible. We will be able to accelerate our development of conscious skincare products that are as safe for our skin as they are for the planet. With *L* Catterton's support, Kopari will have the resources, industry knowledge, and global expertise that we need to take our brand to the next level."

Launched in late 2015 as a direct-to-consumer brand by founders Bryce and Gigi Goldman, Kiana Cabell and James Brennan, the San Diego-based company has experienced exceptional growth by harnessing digital and social platforms to garner brand awareness and build a network of loyal customers and fans. In just one year, Kopari has left a sizable footprint on the digital landscape and has taken its business into traditional commerce channels, including QVC and a national partnership with Sephora. The innovative brand will build upon this success in 2017 with the expansion of its product lineup via the launch of its first skin care line.

"Expanding our investor partners with this caliber of prestige and Hollywood talent is a strong indicator of Kopari's success," said Kopari Co-Founder, James Brennan. "Our celebrity investors serve as great validation that we have created something special, and they will help us to elevate Kopari's brand and further connect us with our target consumer."

The premium, 100% organic coconut oil-based beauty brand has an existing seven-product lineup of multi-tasking and body-care products including Organic Coconut Melt, Coconut Sheer Oil, Coconut Body Glow, Coconut Balm, Coconut Crush Scrub, Coconut Body Milk, and Coconut Body Oil. All products are specifically designed to leverage the natural benefits of coconut oil and are free from sulfates, silicones, parabens, GMOs and other harmful ingredients.

"We're incredibly excited to partner with Kopari, a high-growth brand that has established itself as a leader in the natural beauty market by incorporating coconut oil into a broad range of multi-functional products," said Michael Farello, Managing Partner of *L* Catterton's Growth Fund. "The company is uniquely positioned to meet consumers' increasing desire for natural and efficacious beauty products, and has already garnered a devoted customer following in the year since its founding. We see a significant opportunity to accelerate Kopari's growth and development both in the U.S. and internationally to bring their unique products to customers around the globe."

L Catterton has significant experience investing in the beauty space, including investments in Bliss, Cover FX, CLIO Professional, Dr. Wu, Ideal Image, Intercos Group and StriVectin.

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About Kopari

Kopari is planting its flag in coconut oil. The company's mission is to create a wide range of beauty products that are a natural extension of coconut oil's uses and benefits. The brand integrates cutting-edge chemistry and superior natural ingredients to enhance the benefits of coconut oil and provide multi-purpose formulations that deliver effective results. Current Kopari offerings include a multitasking line consisting of Coconut Sheer Oil, Coconut Body Glow, Coconut Balm and Organic Coconut Melt and a body-care line, including Coconut Crush Scrub, Coconut Body Milk and Coconut Body Oil. New launches and additional innovation will be available in 2017. Kopari utilizes 100% organic coconut oil and is free from sulfates, silicones, parabens, GMOs and other harmful ingredients. All products are cruelty-free. Kopari's coconut oil is sustainably sourced from the Philippine Islands and manufactured in Southern California. Kopari donates $1 from each direct-to-consumer sale to Waves for Water. For more information on Kopari beauty, please visit www.koparibeauty.com.

About *L* Catterton

L Catterton, formed in 2016 through the partnership of Catterton, LVMH and Groupe Arnault, is the largest consumer-focused private equity firm in the world. Since its founding in 1989, Catterton has leveraged its category insight, strategic and operating skills, and network of industry contacts to establish one of the strongest private equity investment track records in the middle market. *L* Catterton builds on this heritage with the addition of LVMH and Groupe Arnault's existing European and Asian private equity and real estate operations. *L* Catterton invests in all major consumer segments, including: Food and Beverage, Retail and Restaurants, Beauty and Wellness, Fashion and Accessories, Consumer

Products and Services, Consumer Health, and Media and Marketing Services, as well as real estate projects anchored by luxury retail. *L* Catterton's investments include: Peloton, Restoration Hardware, CorePower Yoga, Sweaty Betty, Outback Steakhouse, Plum Organics, Chopt Creative Salad Company, Mendocino Farms, Noodles & Company, PIADA, Hopdoddy, Vroom, Snap Kitchen, Frederic Fekkai, PIRCH, Build-A-Bear Workshop, Wellness pet food, Nature's Variety pet food, Kettle Foods, Odwalla, P.F. Chang's, Ba&sh, Sandro and Maje, CellularLine, Vicinci / Zanotti, Cigierre,Gant, Nutrition and Sante, Pepe Jeans & Hackett, 2XU, Charles & Keith, Marubi, Bateel, Sasseur, Emperor Watch and Jewelry, Miami Design District and G6 in Ginza - Tokyo, to name a few. More information about *L* Catterton can be found at www.lcatterton.com.

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