

Press release

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Hero Group announces sale of Signature Brands

- **New owners have expertise to take company to the next level – Hero CEO**
- **Hero Group focusing on core categories**

Lenzburg / Ocala, FL., October 29, 2018 – The [Hero Group](#), which has a mission to delight consumers by conserving the goodness of nature, today announces the sale of Signature Brands, its decoration business in the US.

The company was sold to Traub Capital, a strategic investment group specialized in the consumer sector, for an undisclosed amount.

Hero Group CEO Rob Versloot said: “We are very happy to have found a new home for Signature Brands with Traub, a company with an excellent track record and the necessary industry expertise to take Signature Brands to the next level.”

Traub Capital Managing Partner Brian Crosby commented: “We appreciate Hero’s stewardship over the years, and we are very excited to partner with Signature Brand’s management team to continue building its great business and brands.”

The divestment of Signature Brands comes as the Group is focusing on its core categories of Baby & Toddler Food, Healthy Snacks, Natural Spreads, and Gluten Free products.

The Group still has a strong presence in the US with its subsidiary Beech-Nut Nutrition, a fast-growing Baby & Toddler Food company.



The Hero Group was supported in this transaction by financial advisors Rothschild & Co. and PJ SOLOMON, and law firm Ropes & Gray LLP. Traub Capital was represented by law firm Lowenstein Sandler LLP and assisted by financial advisor B. Riley FBR.

About Hero Group

The Hero Group is an international food company focused on branded nutritional food products. The company was founded in 1886 in Lenzburg, Switzerland, where its headquarters are still located today. Hero's main core product categories of Baby & Toddler Food and Milks, Natural Spreads, Healthy Snacks, and Gluten Free products. The Group, which lives by its mission to delight consumers by conserving the goodness of nature, boasts a global footprint and its portfolio consists of many well-known international and local brands. In 2017, the Group generated revenues of CHF 1.28 billion.

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About Traub Capital

Traub Capital is a strategic investment group specialized in growth and middle-market companies in the consumer industry, including the CPG, food/beverage, health/beauty/wellness, lifestyle brands, and specialty retail/services sectors. Traub Capital is a unique combination of investment experience, strategic industry expertise and patient capital. Its mission is to partner with owners, entrepreneurs and management to build leading brands into global consumer platforms over a long-term horizon. (www.traub-capital.com)

