



CORPORATE FINANCE

# Consumer Markets

ADVISORY

KPMG Corporate Finance is a leading investment bank to the middle market, serving domestic and international clients. Our Consumer Markets team provides a complete suite of transaction and advisory services enabling us to maximize value for our clients.

## WE ARE WELL QUALIFIED TO DELIVER STRATEGIES TO THE MARKETPLACE

Our professionals have a depth of industry knowledge, are well versed in the new market paradigms, and possess a broad range of transactional experience to address many of today's complex issues.

Included in these issues is the need to improve operating efficiencies to offset downward pressures on pricing and to address the growing trend of consolidation, as companies seek to achieve the scale and breadth that customers demand. KPMG Corporate Finance's Consumer Markets team has the experience to address these issues.

The Consumer Markets team has worked on a number of transactions varying from sell-side advisory work to divestitures of divisions of large multinationals. Our experienced professionals can assist you and your business in a variety of transactions and advisory services.

## OUR PLATFORM

The new economy has transformed the traditional consumer markets business landscape. Increasing global competition, rising customer expectations, brand loyalty attrition, and pressures to increase shareholder value are impacting the consumer markets industry.

KPMG Corporate Finance's Consumer Markets team has experience serving the following markets, which each have their own unique challenges and characteristics.

### Food and Beverage

- Branded Food Processors
- Seasoning, Food, and Ingredients
- Ethnic, Organic, and Health Foods
- Food Distributors

### Consumer Products

- Sporting Goods and Lifestyle Products
- Appliances and Tools
- Personal Care Items
- Distributors
- Consumer Products

### Agriculture

- Oilseeds
  - Cotton
  - Sunflower
  - Canola
  - Peanut
- Edible Soy Protein Products

### Restaurants and Retail

- Quick Service Restaurants
- Casual Dining
- Apparel Stores
- Specialty Retailers

### Apparel and Textiles

- Women's and Men's Clothing
- Hosiery and Socks
- Accessories

### Paper and Packaging

- Glass and Plastic Bottles
- Metal Cans
- Food Packaging

## KPMG Corporate Finance – We Can Do a Great Deal Together.

### THE KPMG CORPORATE FINANCE ADVANTAGE

#### We Have an Extensive Global Network

KPMG's Corporate Finance team consists of more than 2,200 investment bankers working from more than 150 offices in 62 countries. Our strong global reputation reinforces our credibility to access counterparties and execute transactions worldwide, a critical factor to a successful transaction process.

#### Leading M&A Adviser

Our consistent position as a leading middle market M&A adviser reflects our experience and success in meeting our clients' needs.

2006	Number of Deals	2007	Number of Deals	2008	Number of Deals
1. KPMG Corporate Finance	434	1. Citi	457	1. KPMG Corporate Finance	390
2. Goldman Sachs & Co	377	2. KPMG Corporate Finance	450	2. JP Morgan	357
3. JP Morgan	334	3. Goldman Sachs & Co	418	3. Goldman Sachs & Co	316
4. Morgan Stanley	328	4. Morgan Stanley	395	4. Credit Suisse	315
5. UBS	327	5. UBS	392	5. Citi	314
6. PricewaterhouseCoopers	317	6. JP Morgan	361	6. Morgan Stanley	307
7. Citigroup	314	7. Credit Suisse First Boston	343	7. UBS	306
8. Rothschild	309	8. PricewaterhouseCoopers	335	8. Morgan Stanley	298
9. Credit Suisse	275	9. Rothschild	329	9. PricewaterhouseCoopers	284
10. Merrill Lynch	253	10. Merrill Lynch	282	10. Rothschild	269

Source: Thomson Financial. Each set of figures is taken from the league table press releases issued for that year.

### Select Consumer Markets Transactions

 <p><b>Stravina Holdings, Inc.</b> KPMG Corporate Finance</p> <p>acted as financial adviser to Stravina Holdings, Inc. in the disposal of its Hanover Accessories business</p>	 <p><b>Unilever Foodsolutions NA</b> KPMG Corporate Finance</p> <p>acted as financial adviser to Unilever Foodsolutions NA in the disposal of its Custom Frozen Products business to Siméus Foods International (a portfolio company of Levine Leichtman Capital Partners)</p>	 <p><b>Icelandic Airlines</b> KPMG Corporate Finance</p> <p>acted as financial adviser to Icelandic USA, Inc. on its acquisition of Ocean to Ocean Seafood Sales LLC and Neptune Fisheries Inc.</p>	 <p><b>Cosentino Signature Enterprises, Ltd.</b> KPMG Corporate Finance</p> <p>acted as financial adviser to Cosentino Signature Enterprises, Ltd., LLC on a sellside advisory</p>
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#### Client Focused

We remain client focused in our efforts. By leveraging our capability to provide both investment banking and strategic advisory services, we develop an offering that is customized to the specific needs of each client.

#### We are Independent and Objective

We are independent of financing sources; we do not underwrite, invest in, or provide loans to our clients; nor do we publish research. Our independence helps ensure that our interests are aligned with those of our clients.

#### We Offer a Broad Range of Products:

- Investment Banking
- Advisory Services
- Special Situations
- Global Infrastructure and Projects

#### "One-Stop Shop"

Given KPMG's broad service offering, we can act as a single source for your M&A related and other transaction needs.

## Contact Us

*We welcome the opportunity to meet with you, learn more about your company's objectives, and discuss our people and capabilities.*

Visit us online at  
[www.kpmgcorporatefinance.com](http://www.kpmgcorporatefinance.com)

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Consumer Markets

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