



## A&M Capital Partners-Backed Worldwide Announces Acquisition of FurHaven

*FurHaven Will Join the Worldwide Platform in Transformative Acquisition, Creating a Leading Pet Platform Focused on Pet Supplies and Pet Essentials*

**Novato, CA** – January 11, 2022 – A&M Capital Partners (“AMCP”), a middle-market private equity investment fund that is part of the A&M Capital platform, together with A&M Capital Opportunities Fund, an affiliated fund, today announced that Worldwide, an AMCP portfolio company, has acquired FurHaven Pet Products, Inc. (“FurHaven”), a leader in the pet industry in eCommerce. After the close of the transaction, FurHaven will operate under the Worldwide platform, which was acquired by AMCP in September 2021.

Headquartered in Bellingham, WA, FurHaven is a leading North American eCommerce platform for pet accessories, including bedding, home and travel supplies, apparel and more. FurHaven is also an innovator in branded product development, providing creative supply chain solutions to both eCommerce-centric businesses and omni-channel brick and mortar retailers.

Worldwide, headquartered in Novato, CA, is one of the leading platforms in the pet supplies market. Worldwide offers retailers a complete, branded one-stop-shop solution that serves the majority of their pet supply merchandising needs and provides high-quality, thoughtful, fun and eco-sustainable products that address both the joys and challenges of pet parenthood. Serving a wide range of categories such as cat toys, pet bedding, dog toys, cat scratchers, and travel accessories, Worldwide’s growing roster of leading award-winning brands include SmartyKat®, TrustyPup®, Petlinks®, goDog®, SHERPA™, Guaranteed On-Board™, PoochPlanet®, and Pawscout™. Founded in 1990, Worldwide leverages deep industry experience, strong retailer relationships and significant amounts of consumer data to help create quality products inspired by design, innovation and value.

The Worldwide acquisition of FurHaven will create a leading omni-channel company able to leverage multiple in-house capabilities across its entire product portfolio including toys, pet beds, chews, cat, travel and other key categories. With the addition of FurHaven, Worldwide will significantly increase the size and scale of the total business allowing it to better serve its customer base, and enter new markets and product categories.

After the close of the transaction, FurHaven will operate as a separate brand under the Worldwide platform, which will continue to be led by current Worldwide CEO Kevin Fick. Under Kevin’s leadership Worldwide expects to continue to pursue additional acquisition opportunities to grow its platform, reach and product offerings. FurHaven’s Founder and CEO, Eric Heilborn, will join Kevin and the Worldwide management team focusing on driving the collective suite of brands’ eCommerce initiatives.

“Eric and his team have done a fantastic job to create a leader across pet accessories which has experienced phenomenal growth over the past few years,” said Ryan McCarthy, Partner at AMCP. “We’re incredibly pleased to bring Eric and his fantastic team under the Worldwide platform to create a category

leader that will be able to leverage AMCP's deep expertise in the pet industry to further advance Worldwide's strategy and expansion. Over the past few years, there has been a significant increase in demand for premium, high-quality pet products, and we look forward to continuing to support the Worldwide platform to take advantage of the exciting trends in their product categories."

"The FurHaven team and I are thrilled to be joining Worldwide, allowing us to leverage our complementary skill sets and market presence to grow the platform," said Mr. Heilborn. "Pet parents are increasingly looking to learn more about their pets' needs and are seeking to purchase product solutions to meet these needs. As a combined platform, we believe that Worldwide will be well suited for continued success in this marketplace through innovative pet solutions across a broad product offering across multiple channels."

"The addition of FurHaven to the Worldwide platform is incredibly exciting news for our team and Pet Parents everywhere," added Mr. Fick. "Since we joined forces with AMCP in September 2021, we have been impressed by their in-depth knowledge of the pet industry through their investment in BrightPet and their vision for Worldwide's future. We believe that the acquisition of FurHaven is the start of an amazing journey for our collective brands united under the Worldwide platform and we are looking forward to fast-tracking our growth as we significantly increase the size of our business through this combination. Together we expect to develop even more highly innovative, high-quality products across cat and dog accessories, while also meeting our customers' needs wherever they are looking to purchase our products – online or in store."

Kirkland & Ellis provided legal counsel to AMCP. Greenberg Traurig, LLP acted as legal counsel to FurHaven. Aramar Capital Group, LLC acted as the exclusive financial advisor to FurHaven.

#### **About Furhaven Pet Products, Inc.**

Headquartered in Bellingham, WA, FurHaven is a leading North America eCommerce platform for pet accessories, including bedding, home and travel supplies, apparel and more. FurHaven is also an innovator in branded product development, providing creative supply chain solutions to both eCommerce-centric businesses and omni-channel brick and mortar retailers. For more information, please visit <https://furhaven.com/>.

#### **About Worldwide, Inc.**

Worldwise, Inc. is committed to creating the most innovative, accessible, affordable and environmentally-responsible product-solutions for pets and pet-parents everywhere. Our family of award-winning brands - goDog®, Petlinks®, SHERPA®, Hear Doggy!®, SmartyKat®, TrustyPup®, Guaranteed On-Board®, PoochPlanet®, Pawscout™ and more - all stand for the highest in quality, safety and satisfaction, and incorporate environmentally-responsible materials and processes whenever possible. Adhering to meet child safety standards and backed by our satisfaction guarantee, our thoughtful, fun and eco-sustainable products promote the bond between pets and pet-parents across diverse categories such as cat toys, catnip, cat bedding, cat scratchers, dog toys, dog bedding, dog and cat travel accessories, app-integrated dog and cat tracking solutions, and more. For more information, please visit <http://www.worldwise.com>.

#### **About A&M Capital Partners**

A&M Capital Partners is Alvarez & Marsal Capital's flagship investment strategy focused on middle-market control transactions in North America with total assets under management of approximately \$2.5 billion. AMCP partners with founders, corporates and management teams, providing the capital and strategic assistance that we believe is required to take businesses to the next level of success. AMCP

invests in businesses across a wide range of sectors including Business Services, Industrials, Manufacturing, Food & Beverage, Healthcare, Consumer & Retail, Government Services, Financial Services and Energy Services. More broadly, Alvarez & Marsal Capital is a multi-strategy private equity investment firm with over \$3.7 billion in total assets under management across four investment strategies, which maintains a strategic association with Alvarez & Marsal, one of the largest operationally-focused advisory firms in the world.

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