

Clearview Capital Seeks Add-on Acquisitions for The Barcode Group



The Barcode Group ("Barcode") is a leading provider of sales and marketing, data analytics, creative services and consumer insights and research to emerging and private label brands who are seeking expanded distribution in top retailers and e-commerce channels. Barcode has a track record of working with high growth brands and private label suppliers across a range of product categories at Walmart, Target, Costco and other retailers. Over its history, Barcode has built a strong reputation for pioneering new products and leveraging data insights to strategically align brands' product roadmaps, pricing and strategies to match retailers' needs. Barcode has offices in Minneapolis, Bentonville, Chicago and St. Louis. Clearview Capital acquired the companies which combined to form The Barcode Group, in partnership with management, in 2021 and is actively seeking potential add-ons with the following characteristics:

Existing Retailers



Businesses providing retail sales and marketing services at Barcode's core retailers, including Walmart, Target and Costco.

Categories of interest include:

- Food & beverage
- Health & wellness
- Beauty/personal care
- Baby
- Pet
- Home goods

Data Analytics and Insights



Businesses with differentiated and/or proprietary capabilities in data analytics or consumer insights to support retail sales and marketing.

New Retailers/Channels



Businesses providing retail sales and marketing services in additional retail channels such as drug, discount, home improvement or other regional retailers/grocers.

E-Commerce



Businesses providing e-commerce services for Amazon as well as brick and mortar retail customers.

Capabilities of interest:

- E-commerce strategy/consulting
- Content management
- Digital marketing
- Supply chain support

Selling shareholders and management team members may also have the opportunity to participate in the future growth of the combined company through **equity ownership**, through a roll over of some portion of their existing ownership or through an investment alongside of the existing shareholders of The Barcode Group.

Please address acquisition proposals to:

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