

## Scaling Company Disrupts Fragmented End-of-Life Industry Seeking \$15MM in Growth Capital Term Debt

### ➤ COMPANY DESCRIPTION

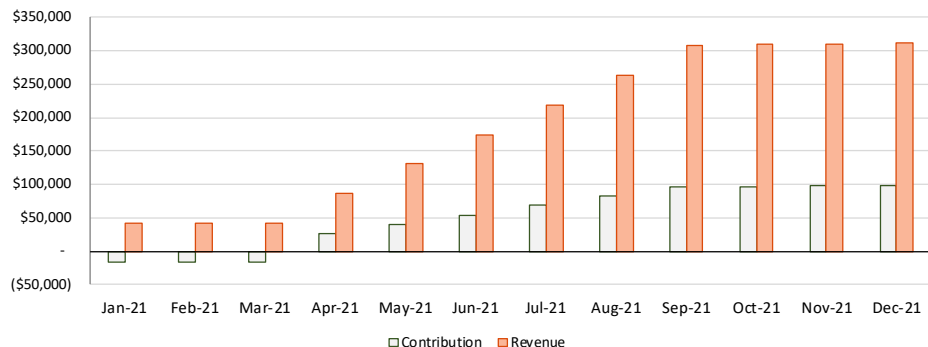
Our Client identified/created a niche in the \$25B end-of-life industry by redesigning and broadening the definition of a final resting place, offering an appealing alternative to graves and tombstones, and providing a much needed and improved customer experience. Our Client acquires, entitles, and develops forested properties into memorial conservation woodlands as an alternative to a cemetery for those who choose cremation. With a first-mover advantage in a static industry that has not changed for decades, our client has built America's first memorial conservation spreading forest. Our Client presently operates 4 locations and will open 2 more in early 2021 and 8-10 by the end of the year. This alternative provides families and individuals a sustainable and less costly alternative to traditional burials in a scenic forested setting. Of the 75 million baby boomers in North America, 80% are choosing cremation, but do not have a beautiful, private, and permanently protected place to return their ashes to the earth. Since its 2015 inception, our Client has been featured in the NY Times, The Today Show and Fast Company, among many other prominent national and international publications.

Our Client purchases protected tracts of forests, improves the property, and creates a permanently protected conservation area where a family can spread the ashes of their loved ones around a tree. Every customer who chooses a tree helps to protect and preserve that forest forever.

### ➤ FINANCIAL SUMMARY

Our Client's scalable forest model has strong gross margins (>80%) due to low direct purchase price and development costs and strong future sale value of the trees. For example, our Client purchased 6 properties for ~\$8.7MM containing over 47,000 trees that will sell for between \$6,500 to \$9,000 per tree or up to \$369MM (\$7,800 ASP). Our Client projects each forest to be cash flow positive approximately 4 months after launch.

#### 1st Year of New Forest After Launch (Contribution Margin & Revenue)



The Company raised \$40MM in equity in January of 2020 (post-money valuation of \$130MM) and anticipates raising between \$50MM to \$80MM in late 2021 or early 2022.

### ➤ OPPORTUNITY HIGHLIGHTS

Our Client is seeking \$15MM in long term growth capital term debt to acquire and launch 8-10 new forests in 2021. The majority of funds will be used for forest acquisitions, capital improvements, sales and marketing, website development to support e-commerce sales, costs associated with securing regulatory approval, and operations. Substantially all sales are paid over a 6 to 60 month fixed term period.

#### TRANSACTION HIGHLIGHTS:

- First mover advantage in a multi-billion dollar industry
- Successful forest launches and rising sales traction
- Multiple barriers to entry
- Launched properties report positive cash flow in ~4 months
- Significant deferred revenues provide predictable future profits
- Strong investor support

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