

Fueling the next chapter for **high-potential brands.**

CAPITAL • EXPERTISE • SCALE

MONTHLY INVESTOR
ROYALTIES
ON OUR REVENUE

A minimum of **8%**,
capped at **20%**
annualized.

To invest, please visit our
[offering page](#) or [schedule a call](#).



Fundamental Brands

Where Quality Brands Build Their Future

From luxury spa exclusives to trusted CVS brands, we accelerate our companies across a wide range of products—with one focus: partnering closely with founders to provide capital, sales channel expertise, and hands-on guidance that drives exceptional brands to grow and thrive.



An Exclusive Offering in High-Performance Markets

Receive monthly royalty distributions on our revenue with a minimum of 8% and capped at 20% annualized, all while we work to elevate the overall company value over the long-term.

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Our Brand Selection Process: Designed for Growth

At Fundamental Brands, when we acquire companies, we concentrate on helping them scale and thrive.

We focus on partnering with brands generating \$2 to \$50 million in annual revenue that already have:

- **A strong identity**
- **Skilled leadership**
- **A product customers love**

We buy a majority stake using a blend of cash and equity, giving founders strong incentives and the freedom to grow and contribute to something bigger. This structure means they:

- **Stay invested** in their own continued growth.
- **Benefit from belonging** to a collaborative and expanding family of brands.
- **Real acceleration** by our provided capital, sales, distribution, and marketing expertise.
- **Gain freedom to innovate** as our shared infrastructure and expertise in HR, finance, manufacturing, remove the administrative load—capabilities most brands can't build alone.

It's a **win-win-win-win** for investors, consumers, founders, and our firm.



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What You Get With Us

With each unit purchased, you receive both **preferred** and **common shares**.

- **Preferred Shares, Immediate Income** – Preferred shares have monthly distributions derived from a royalty on our revenue NOT a share of profits (if any). You as a shareholder receive a minimum of 8% and a capped maximum of 20% annualized based on the total amount you invested.
- **The Potential to Return Your Original Investment.** When the company reaches its growth and profitability goals (only after a minimum of three years), it has the option to buy the preferred shares back from you at the same price you paid for your units. Even if we purchase the preferred shares, you keep your common shares.
- **Common Shares, Long-Term Growth** - We succeed together. Investors, portfolio brands, and our management team all own the same share class, and could potentially profit through additional distributions, or a liquidity event such as being acquired or going public on a major exchange.

If all goes according to plan, investors could receive:

- ✓ An 8-20% annualized return as monthly royalty distributions.
- ✓ A return of your initial investment.
- ✓ Common shares that could potentially grow in value.

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Aligned Ownership, Shared Success

Fundamental Brands typically acquires **80–90%** of a portfolio company using a mix of **cash** and **FB shares**. This structure ensures that founders remain **integral partners** in the journey—not just retaining a meaningful stake in their brand but also becoming shareholders in the entire Fundamental Brands portfolio.

It's a structure designed to keep incentives aligned and growth collaborative.

Preserving Identity. Accelerating Growth.

Brands often lose their identity when acquired—which is why we're intentionally structured to do the opposite. At Fundamental Brands, we drive each brand to become the best version of itself, preserving what makes it unique while amplifying its potential. Our belief is simple: when brands thrive, shareholder value follows.

Once onboarded, each brand gains access to critical resources that remove growth barriers, including:



Expanded sales
& distribution
networks



Capital to
scale faster



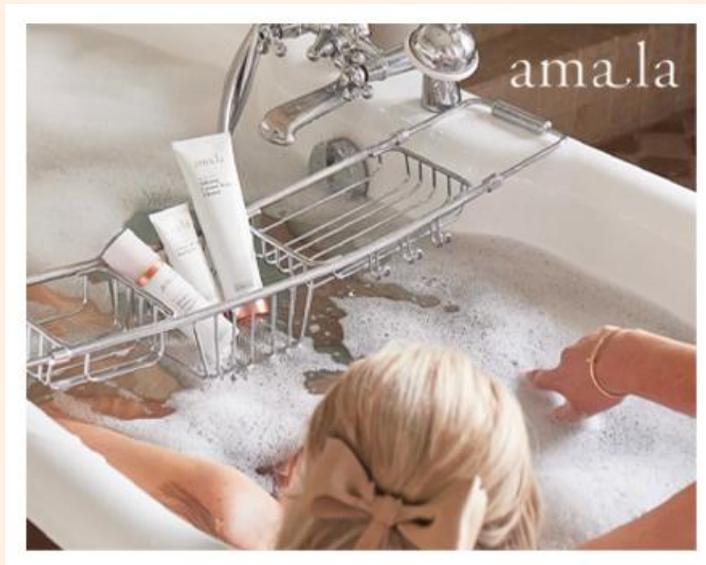
Shared back-end infrastructure
including HR, finance, and
omnichannel marketing.



Efficiencies in R&D, procurement,
supply chain, manufacturing,
logistics, and warehousing.

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Our Portfolio



Beauty



Private Label



Fragrance

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Brand Highlight:



amala

Amala is clinically-proven, 100% certified natural skincare with proprietary biotics for naturally radiant skin.

Amala boasts a robust product line with 17 SKUs actively generating revenue across multiple sales channels.

Looking ahead, we're anticipating an additional 17 SKUs slated for release in 2026 and 2027, significantly broadening Amala's reach and product offerings.

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Brand Highlight: (cont'd.)

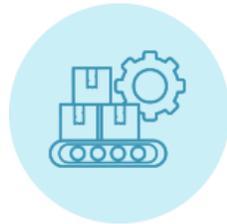
Key Achievements: Driving Growth and Brand Recognition

Amala's strategic accomplishments underscore its strong market presence and operational excellence:



Premium Partnerships:

Established collaborations with 12 high-end resort partners, solidifying Amala's position within the luxury beauty sector and expanding its distribution to an exclusive clientele.



Manufacturing Strength:

Secured partnerships with three reliable manufacturing partners, ensuring scalable production capabilities and consistent product quality to meet growing demand.



Innovation at the Core:

Our dedicated Research & Development wing consistently monitors market trends and develops competitive, cutting-edge products, maintaining Amala's innovative edge in the fast-evolving beauty industry.



Strategic Market Expansion:

Implemented a new market strategy coupled with a scalable social media plan, designed to enhance brand visibility, engage a wider audience, and drive sustained growth in both existing and new markets.

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Offering Structure

TARGET RETURN

Monthly investor

royalties

on our revenue. A minimum of 8% capped at 20% annualized.

INVESTMENT MINIMUM

\$4,800

EACH UNIT

\$480

OFFERING TYPE

506(c) Regulation D Offering

SHARE TYPE

Each unit contains 50 preferred and 10 common shares.

LAW FIRM

Crowdfunding Lawyers

AUDITOR

Mongio and Associates

BROKER DEALER

DealMaker Securities

TRANSFER AGENT

DealMaker Shareholder Services

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Fundamental Brands

Why Invest?

Acceleration

Fundamental Brands provides its portfolio companies with a powerful accelerator framework, aimed at significantly enhancing their growth through immediate access to growth capital, new distribution channels, and advanced manufacturing. A shared back-office infrastructure empowers brands to focus on product innovation and market expansion. **We believe this comprehensive support unlocks substantial upside for investors and portfolio companies.**



Digital Transformation

Fundamental Brands has deep expertise in digital marketing, community building, and digital distribution. Adding these capabilities to each brand is intended to expand revenue and grow brand loyalty.

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Why Invest?

Access

Investing in private holding companies has historically been a privilege of the ultra-wealthy. Our offering changes that, giving individual investors access to an asset class that has outperformed the public markets since 1999.¹

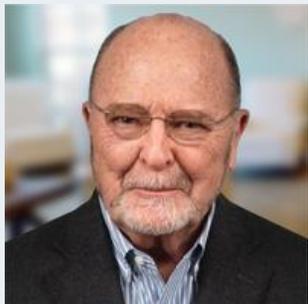


For Investors and Founders: The Power of a Portfolio
By bringing together numerous high-potential companies, the likelihood of success for one or more brands increases. Each one represents an independent avenue for growth, offering more chances for a breakthrough brand to deliver outsized returns.

¹ Edlich, E., Croke, C., Dahlqvist, F., & Teichner, W. (2025). *Braced for shifting weather McKinsey Global Private Markets Report 2025*. McKinsey & Company.

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Board of Directors



Jack Takacs, Founder, Executive Chairman of the Board

Jack Takacs is an entrepreneur and corporate finance executive with five decades of transactional and managerial experience. He founded one of the first retail auto leasing companies, which was later acquired by a major auto leasing and rental company. He has served as Senior Partner in an auto loan securitization specialty finance company and as Co-Head of Capital Markets for a diversified holding company with investments spanning national hotels, franchises, a savings and loan bank, and various real estate portfolios.

Jack has also been Managing Director and Senior Partner at a private equity fund manager with over \$1 billion in AUM and principal investments, CEO of a diversified bank holding company in Texas, and Senior Partner and Managing Director of Corporate Credit at an international asset management firm. He is the Founder and Executive Managing Director of Fundamental Group, active in structuring and funding asset management partnerships in corporate lending, real estate, consumer lending, and consumer products.

Board of Directors



Sam Genovese, *Board Member, President & COO*

Sam Genovese brings over 25 years of leadership and expertise across multiple sectors of the healthcare industry. Most recently, as Chief Operating Officer at KRS Global Biotechnology, a 503-B Outsourcing Facility in Boca Raton, Florida, he built infrastructure to support formulary expansion and Acute Care Division growth, launched a new service line generating \$20M in new contracted sales, and secured Moffitt Cancer Center and Florida Hospital System as cornerstone clients. Under his leadership, KRS earned Manufacturer of the Year from the South Florida Manufacturing Association.

Earlier, Sam served as an Executive Board Member at Helian Health Group, a global healthcare services provider, and as a Board Member of the Amgen Advisory Committee. As Director of Institutional Business Development at HD Smith, the nation's fourth-largest pharmaceutical distributor, he drove market segment growth to over \$225M in annual sales. Previously, as Executive Director of Pharmacy at Boca Raton Community Hospital, he served as liaison to PricewaterhouseCoopers, implementing cost-saving programs exceeding \$5M in six months, and led the design and launch of the \$75M Lynn Regional Cancer Center, a state-of-the-art comprehensive cancer and diagnostic facility.

Sam's expertise spans formulation, product development, manufacturing, and business operations, with additional strengths in policy, project management, budget control, IT, vendor negotiation, HR, and regulatory oversight. Recognized as a dynamic, results-driven leader, he has a proven track record across pharmacy management, clinical program development, supply chain, information technology, and revenue cycle management.

Board of Directors



Edward Klayman, *Founder, Board Member*

Edward Klayman is the Co-Founder and CEO of IMAC, an insurance marketing company he has led since 1994. As an experienced insurance company executive, he brings a wealth of knowledge to the industry. Edward is also a serial entrepreneur with a proven track record of building and managing successful businesses.

His leadership extends to board service at Camp Avoda and Riverside Community Care, where he provides strategic guidance. Through his Visage membership, Edward continuously seeks opportunities to grow businesses, develop employees, and maximize value.

Executive Leadership



Mark Hauman, *Chief Executive Officer*

Mark Hauman is the Chief Executive Officer of Fundamental Brands. He is an operator first, with more than 20 years of experience building, transforming, and scaling businesses across public, private, and private-equity-backed environments. Mark has partnered closely with boards, investors, and founders to drive disciplined growth, improve operational efficiency, and create sustained enterprise value—particularly at moments of inflection, transition, or scale.

At Fundamental Brands, Mark leads the development of a repeatable platform designed to help brands scale efficiently while preserving founder vision. His focus includes driving revenue growth and innovation, identifying and integrating acquisitions, delivering operational efficiency and shared infrastructure, and building operating systems that enable predictable performance and sustained long-term profit growth.

Previously, Mark led finance, business development operations, and supply chain in senior leadership roles across global consumer organizations, including Chobani, Revlon, Avon, and Unilever, amongst others. He has led large-scale transformations spanning explosive revenue expansion, M&A and post-merger integration, global supply chains, ERP implementations, and governance—consistently delivering impressive financial outcomes with highly engaged teams.

Executive Leadership



Scott Metheny, *Chief Financial Officer*

Scott Metheny brings over 20 years of experience in healthcare finance. He previously served as CFO of a homeopathic pharmaceutical company, CFO of a managed care insurance plan, and Finance Director for the University of Florida Healthcare, as well as for a Centene affiliate in Florida.

Executive Leadership



Allison Mosca, *Chief Marketing Officer*

Allison Mosca is a seasoned marketing executive with 12 years of experience leading integrated brand and media strategy across CPG, beverage/alcohol, banking, beauty, and OTC categories. Most recently, as Media Director at Omnicom, she led national campaigns for Welch’s—including the 2023 brand refresh—which increased household penetration, improved media efficiency by 35%, and earned media industry recognition for quality and impact.

Previously, as Media Supervisor at Cagepoint (now Mile Marker), Allison oversaw marketing for Sazerac, the world’s second-largest liquor portfolio. Under her leadership, portfolio reach expanded 500% on a 200% increase in paid media spend, driving transformative results across multiple brands.

Throughout her career, she has managed over \$100M in annual paid media investments and led cross-functional teams across agencies and brands. Her expertise spans branding and full-funnel execution across digital, owned, earned, social, retail media, influencer, experiential, and PR channels. Known for her strategic vision and operational rigor, Allison builds strong cross-partner relationships that translate strategy into measurable growth and lasting brand impact.

Executive Leadership



Gary Leonard, *Chief Legal Officer*

Gary is a seasoned corporate attorney with over 30 years of experience spanning private practice and in-house counsel positions. He brings a comprehensive background in navigating complex legal, regulatory, and commercial matters across multiple jurisdictions.

Gary's areas of specialization include mergers and acquisitions (M&A), corporate and commercial transactions, funding and credit structures, consumer and automotive finance, as well as IP and technology licensing and transfers, e-commerce, data privacy, digital marketing, and the strategic development of new products and markets.

Throughout his career, he has represented Fortune 500 companies, financial institutions, start-ups, and early-stage ventures in both U.S. and international settings, providing counsel across diverse business environments.

About Fundamental Brands

Fundamental Brands is a growth accelerator and holding company dedicated to scaling exceptional consumer brands across beauty, fragrance, personal care, and private label industries.

We champion brands generating \$2M–\$50M in annual revenue with strong products, visionary leadership, and untapped potential—providing the capital, strategy, and hands-on support they need to break through while preserving their unique vision.

With decades of combined operational expertise, we deliver exactly what each brand needs to reach its next phase of growth—distribution, marketing, manufacturing, R&D, digital brand-building, and access to a powerful network.

Through collaboration, innovation, and purposeful execution, we remove administrative burdens so founders can focus on what they do best: creating high-quality products and building enduring brands that foster consumer trust and loyalty.

By building a synergistic portfolio aligned in purpose and optimized for cross-channel growth, we believe we are positioned to create outsized, long-term value—making great brands fundamental to people, to markets, and to the future.



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Fundamental Brands

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