

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
invest.fundamentalbrands.com



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.



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.

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.)

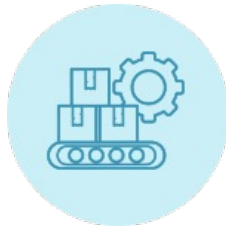
Key Achievements: Driving Growth and Brand Recognition

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.



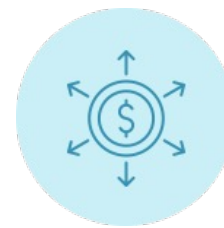
Manufacturing Strength:

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.

Offering Structure

TARGET RETURN

Monthly investor

royalties

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

INVESTMENT MINIMUM

\$500

each unit

OFFERING TYPE

CF Offering

LAW FIRM

Crowdfunding Lawyers

AUDITOR

Mongio and Associates

BROKER DEALER

DealMaker Securities

TRANSFER AGENT

DealMaker Shareholder Services

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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.

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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FAQs

Why invest in startups? Regulation CF allows investors to invest in startups and early-growth companies. This is different from helping a company raise money on Kickstarter; with Regulation CF Offerings, you aren't buying products or merchandise - you are buying a piece of a company and helping it grow.

How much can I invest? Accredited investors can invest as much as they want. But if you are NOT an accredited investor, your investment limit depends on either your annual income or net worth, whichever is greater. If the number is less than \$124,000, you can only invest 5% of it. If both are greater than \$124,000 then your investment limit is 10%.

How do I calculate my net worth? To calculate your net worth, just add up all of your assets and subtract all of your liabilities (excluding the value of the person's primary residence). The resulting sum is your net worth.

What are the tax implications of an equity crowdfunding investment? We cannot give tax advice, and we encourage you to talk with your accountant or tax advisor before making an investment.

Who can invest in a Regulation CF Offering? Individuals over 18 years of age can invest.

FAQs

What do I need to know about early-stage investing? Are these investments risky? There will always be some risk involved when investing in a startup or small business. And the earlier you get in the more risk that is usually present. If a young company goes out of business, your ownership interest could lose all value. You may have limited voting power to direct the company due to dilution over time. You may also have to wait about five to seven years (if ever) for an exit via acquisition, IPO, etc. Because early-stage companies are still in the process of perfecting their products, services, and business model, nothing is guaranteed. That's why startups should only be part of a more balanced, overall investment portfolio.

When will I get my investment back? The Common and Preferred Stock (the "Units") of Fundamental Brands (the "Company") are not publicly-traded. As a result, the shares cannot be easily traded or sold. The preferred shares are aiming to distribute month royalties. The preferred share can be "called" or bought back by the company after three years at the same price you paid. If this occurs, investors retain their common shares. As an investor in a private company, you typically look to receive a return on your investment under the following scenarios: The Company gets acquired by another company. The Company goes public (makes an initial public offering). In those instances, you receive your pro-rata share of the distributions that occur, in the case of acquisition, or you can sell your shares on an exchange. These are both considered long-term exits, taking ~5-10 years (and often longer) to see the possibility for an exit. It can sometimes take years to build companies. Sometimes there will not be any return, as a result of business failure.

FAQs

Can I sell my shares? Shares sold via Regulation Crowdfunding offerings have a one-year lockup period before those shares can be sold under certain conditions. The exceptions are sales to: (i) to the Company; (ii) to an “accredited investor” within the meaning of Rule 501 of Regulation D under the Securities Act; (iii) as part of an offering registered under the Securities Act with the SEC; or (iv) to a member of the Investor's family or the equivalent, to a trust controlled by the Investor, to a trust created for the benefit of a member of the family of the Investor or equivalent, or in connection with the death or divorce of the Investor or other similar circumstance.

Exceptions to limitations on selling shares during the one-year lockup period: In the event of death, divorce, or similar circumstance, shares can be transferred to:

- The company that issued the securities
- An accredited investor
- A family member (child, stepchild, grandchild, parent, stepparent, grandparent, spouse or equivalent, sibling, mother-in-law, father-in-law, son-in-law, daughter-in-law, brother-in-law, or sister-in-law, including adoptive relationships)

FAQs

What happens if a company does not reach their funding target? If a company does not reach their minimum funding target, all funds will be returned to the investors after the close of the offering.

How can I learn more about a company's offering? All available disclosure information can be found on the landing pages for our Regulation Crowdfunding offering.

What if I change my mind about investing? You can cancel your investment at any time, for any reason, until 48 hours prior to a closing occurring. If you've already funded your investment and your funds are in escrow, your funds will be promptly refunded to you upon cancellation. To submit a request to cancel your investment please email: info@dealmakersecurities.com

How do I keep up with how the company is doing? At a minimum, the company will be filing with the SEC and posting on it's website an annual report, along with certified financial statements. Those should be available 120 days after the fiscal year end. If the company meets a reporting exception or eventually must file more reported information to the SEC, the reporting described above may end. If these reports end, you may not continually have current financial information about the company.

FAQs

What relationship does the company have with DealMaker Securities? DealMaker Securities is serving as the intermediary for this offering. Once an offering ends, there is no guarantee that DealMaker Securities will have a relationship with the company. The company may continue its relationship with DealMaker Securities for additional offerings in the future. DealMaker Securities' affiliates may also provide one.

For more information,

[VISIT OUR BLOG](#)

Leadership

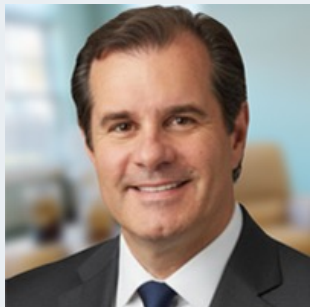


Jack Takacs, Founder, Chairman of the Board

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.

Leadership



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.

Leadership



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.

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.

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.

Leadership



Mark Hauman, *Chairman of the Advisory Committee*

Mark Hauman runs our board of advisors. 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 advises on the development of a repeatable platform designed to help brands scale efficiently while preserving founder vision. His focus includes helping drive 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.



Fundamental Brands

Past performance is not indicative of future results. Any investment or financial decisions made based on past data should not be considered a guarantee of future performance.

Always consult with a qualified financial advisor or professional before making investment decisions.

Investments in private placements, and start-up investments in particular, are long-term, illiquid, speculative and involve a high degree of risk and those investors who cannot afford to lose their entire investment should not invest in start-ups.

Equity crowdfunding investments in private placements, and start-up investments in particular, are speculative and involve a high degree of risk and those investors who cannot afford to lose their entire investment should not invest in start-ups. Companies seeking startup investment through equity crowdfunding tend to be in earlier stages of development and their business model, products and services may not yet be fully developed, operational or tested in the public marketplace. There is no guarantee that the stated valuation and other terms are accurate or in agreement with the market or industry valuations.

Further, investors may receive illiquid and/or restricted stock that may be subject to holding period requirements and/or liquidity concerns.

Forward looking statements were included here that the Company believes to be accurate given the current information. They involve known and unknown risks, uncertainties and other important factors which if changed may affect the outcome(s).

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DealMaker Securities LLC is NOT soliciting this investment or making any recommendations by collecting, reviewing, and processing an Investor's documentation for this investment.

DealMaker Securities LLC conducts Anti-Money Laundering, Identity and Bad Actor Disqualification reviews of the Issuer, and confirms they are a registered business in good standing.

DealMaker Securities LLC is NOT vetting or approving the information provided by the Issuer or the Issuer itself.

Contact information is provided for Investors to make inquiries and requests to DealMaker Securities LLC regarding Regulation CF in general, or the status of such investor's submitted documentation, specifically. DealMaker Securities LLC may direct Investors to specific sections of the Offering Circular to locate information or answers to their inquiry but does not opine or provide guidance on issuer related matters.