

ACQUISITION OPPORTUNITY

Intangible Assets of #1 Third-Party Amazon Seller Packable / Pharmapacks Including Proprietary Software Platform

Hilco Streambank presents the opportunity to acquire the intangible assets of Packable Holdings, LLC (“Packable,” “Pharmapacks” or the “Company”). Packable is a leading, technology-driven eCommerce marketplace enablement platform providing consumer brands, distributors and emerging digitally native brands with the connections, insights and services needed to enable and accelerate sales growth across multiple online marketplaces simultaneously.

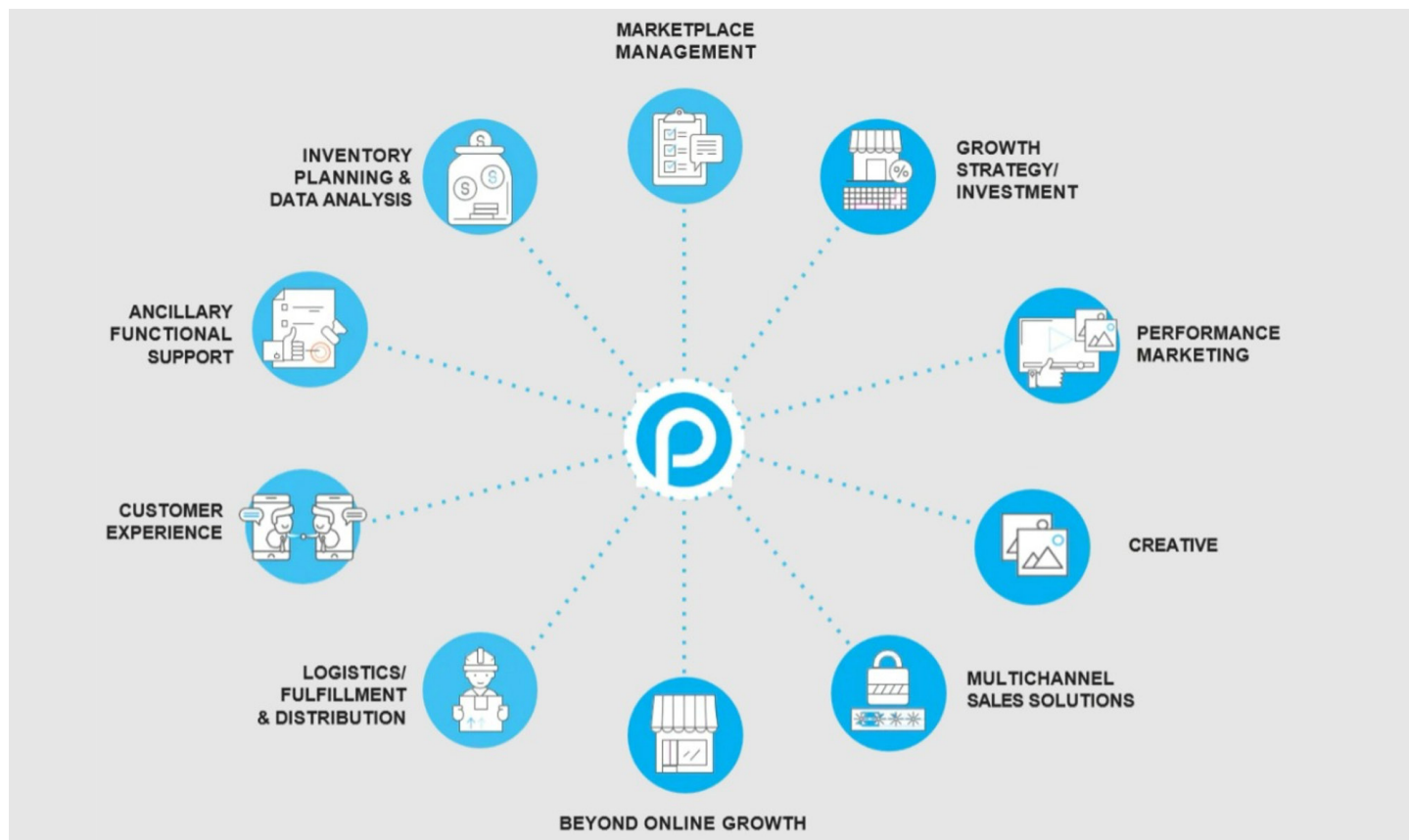
NOW ACCEPTING OFFERS

The Company was the #1 third-party seller on Amazon in North America (by number of reviews), and its software platform has enabled more than **75 million transactions on 8 marketplaces**, generating approximately 2 million reviews across all marketplaces and more than **\$427 million in revenue in 2021**. The Company’s software platform also integrates with marketplaces run by Walmart, eBay, Target, Kroger and Google.

Packable’s brand partners included dozens of household names, some of which Packable had the exclusive right to serve as their authorized third-party marketplace seller. Packable also invested in more than 20 emerging, digitally native brands, giving them access to the Company’s data-driven platform for optimizing marketplace sales.

The Company obtained a Seller Fulfilled Prime badge on Amazon—an exclusive designation that allows a seller to deliver directly from its own warehouse to domestic Prime customers—with additional capabilities as a fulfilled-by-merchant seller with Amazon Prime eligibility and guaranteed 2-day shipping, all of which led to a significant uplift in sales.

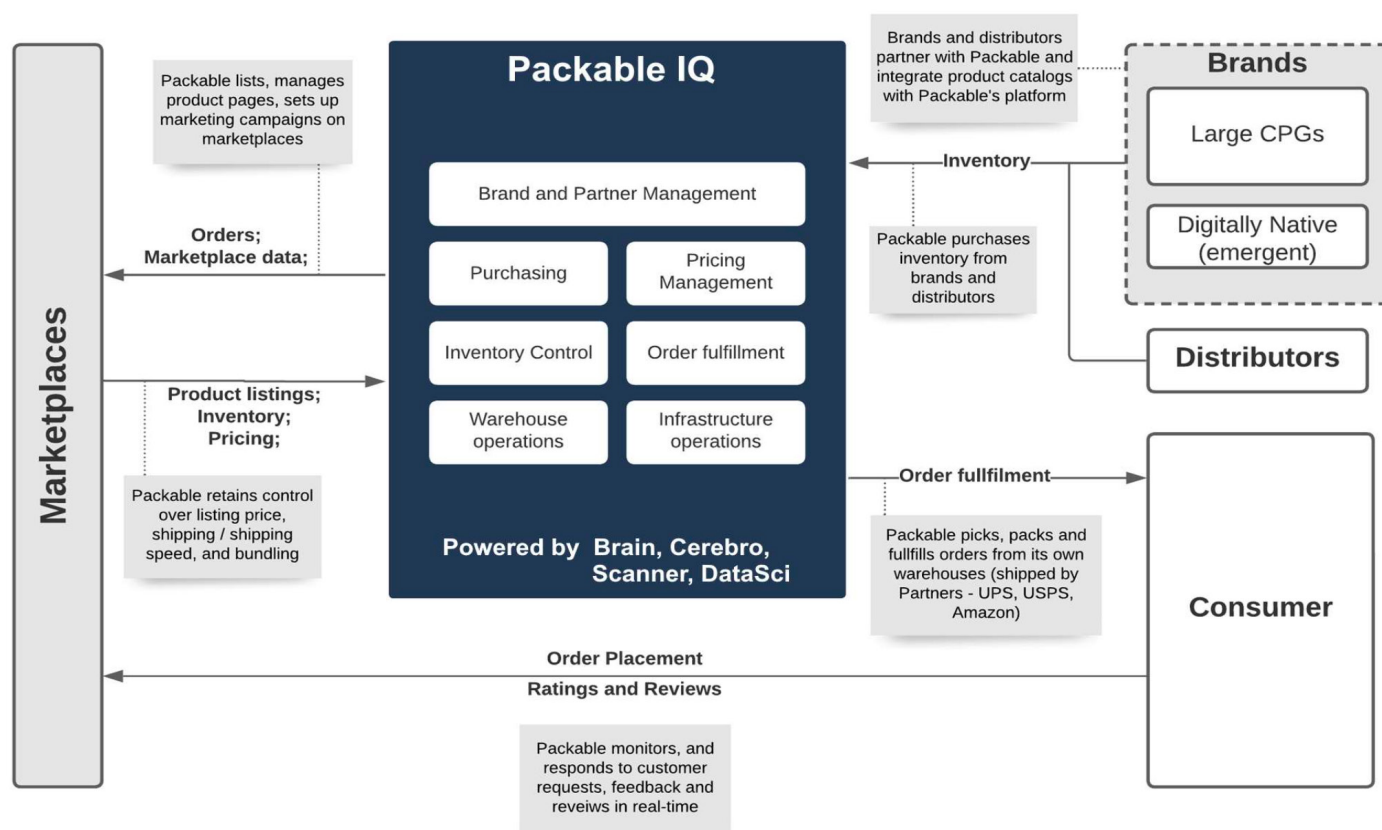
THE “BRAIN”: A PROPRIETARY SOFTWARE PLATFORM DESIGNED TO SCALE



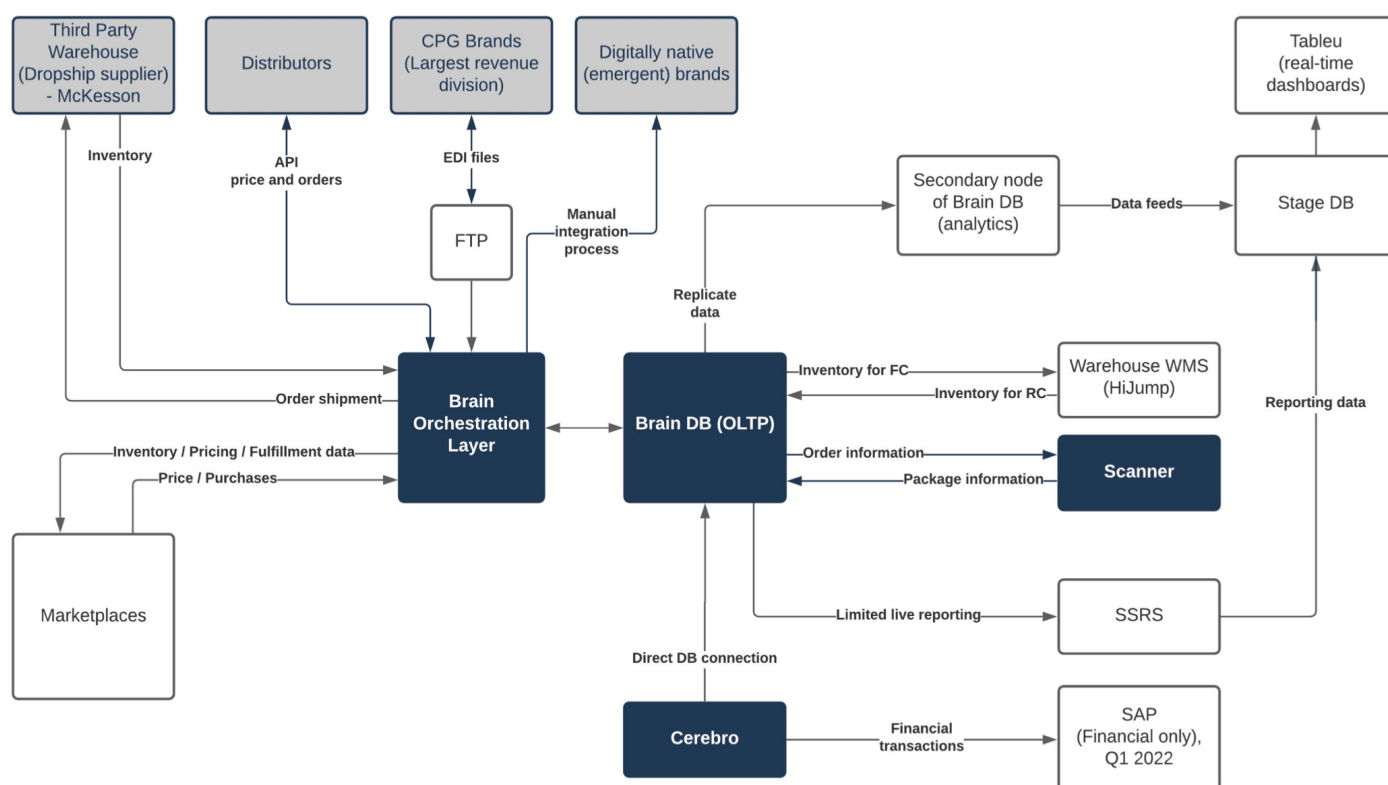
Packable built its operations around its proprietary software platform, dubbed the “Brain”. Developed in-house, without relying on third-party software other than MS SQL and IIS, the platform provides integrated, automated eCommerce services such as inventory onboarding, data flow management, shipping and vendor management, algorithmic pricing, bundling, data analytics and fulfillment. At its peak, the Brain facilitated more than 1.8 million orders per month, across more than 31,000 SKUs.

The Brain algorithms and custom logic—unique amongst competitor platforms—constantly adjust product prices dynamically across marketplaces in near real-time to net the best result for each sale given total inventory levels, thereby maximizing overall margins and revenue.

The Brain also collects and processes data from marketplace APIs in near real-time. For example, every 45 minutes, the Brain re-evaluates the entire state of the Amazon marketplace and adjusts based on that data. The Brain drives nearly all the revenue the Company generates, is critical to all operations, and controls all automated processes, from pricing decisions to shipping labels.



The Company has started development of a new application called “Cerebro”, an improvement upon the Brain, which works together with the Brain on certain functions, as outlined below.

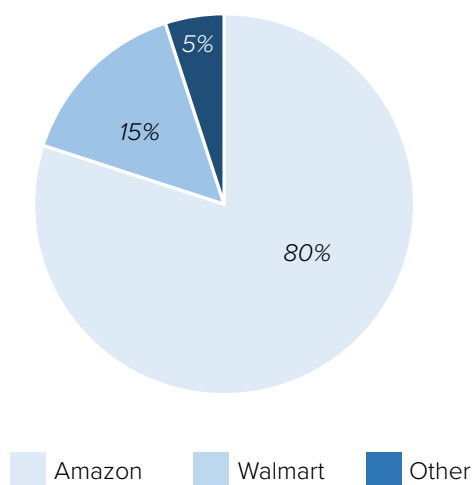


THE "BRAIN" SUPPORTED A \$425 MILLION BUSINESS

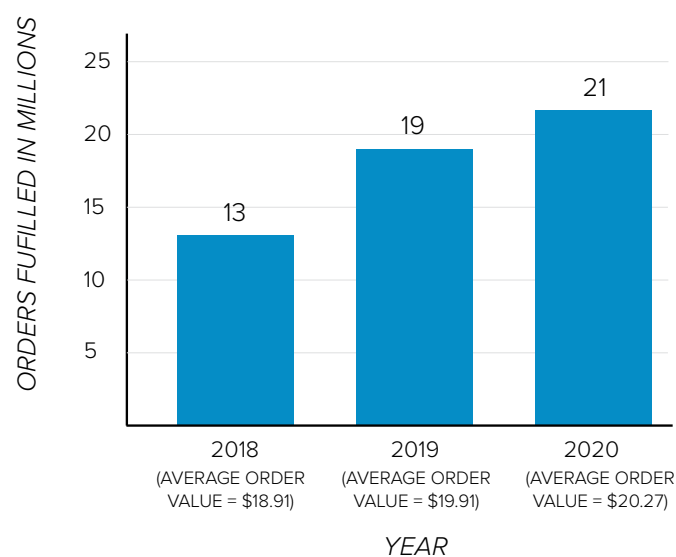
Net Sales (FY 2018 - FY 2021)



Sales by Marketplace



ORDERS FULFILLED & AVERAGE ORDER VALUE



PACKABLE AS BRAND ACCELERATOR: EMERGING BRAND INVESTMENTS

The Company invested in 26 companies with digitally native brands, taking a direct hand in advancing those brands' places in the market, and solidifying Packable's own status as a top-tier brand accelerator.

Packable took majority stakes in two companies – Pacific Shaving Company and The Theraplex Company, LLC. The Company also has interests in 24 other companies, including companies owning the following emerging digitally native brands:



Ethique



Tradeswell



Amara



Goodwipes



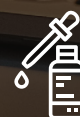
Mum and You



Run Gum



Premama



Life Cykel

AVAILABLE ASSETS

- Software Platform and Associated Data
- Product Roadmap
- Contracts
- Trademarks
- Domain Names, including Packable.com and Pharmapacks.com
- Majority interests in 2 brands
- Minority interests in more than 20 emerging brands

The Company is currently selling other assets including inventory, FF&E and its interests in its distribution centers, including in Perris, California and Islandia, New York.

SALE PROCESS

Packable is operating as a debtor in possession in a chapter 11 case pending in the United States Bankruptcy Court for the District of Delaware.

Please contact Hilco Streambank to learn more and to request a non-disclosure agreement.

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