

Brands etc was set-up in 2001, by brothers Daniel and Leo Gestetner, as a vehicle to buy, sell and actively manage a group of brand driven companies.

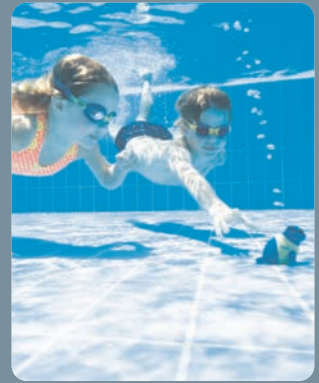




Zoggs is one of the market leading swim brands, with offices in the UK, Australia and Hong Kong and is sold in over 40 countries.

Zoggs is uniquely focussed on the fitness and recreational swimmer. It also has a very clear positioning in the children's swim market.

Zoggs is a "one-stop-swim shop" selling a broad range of swimming equipment and swimwear.



PURE LIME



PureLime is a Scandinavian brand whose aim is to provide a range of sport active-wear to women around the world that helps them achieve their fitness aspirations.

PureLime is segmented into Yoga, Run, Fitness, Sport, and Essentials categories

PureLime is sold into 13 countries including the US, Canada, UK and Scandinavia with plans to extend the distribution of the brand.



MYLA

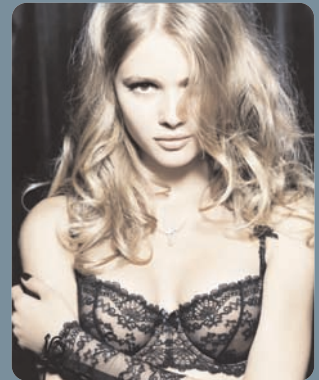
LONDON



Myla is a luxury lifestyle brand offering a beautiful collection of lingerie, an exclusive selection of innovative designer toys and a range of seductive massage and body products.

Myla operates boutiques and retail concessions in London, New York, Dublin, Germany and Russia and has a thriving mail order and internet business.

An aggressive roll-out is planned, including expansion of the company's US operations and entry into a number of key European markets.





The Fit Co are the UK's Leader in Health Club Sports Retail.

The Fit Co was established in 1979 and currently operates from over 230 sites across the United Kingdom. Groups such as David Lloyd Leisure, Esporta, Holmes Place



(now Virgin Active), Cannons, Paramount Hotels and many independent operators all trust the service provided to their members by The Fit Co and enjoy a substantial 'risk-free' income stream.



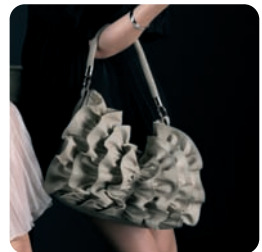
Modalu was established in 2004 as a maker of beautifully crafted high end leather accessories.

The Modalu vision is to create beautiful, high quality collections to satisfy the desires of independent, stylish women. A distinctive blend of vintage sensibility and modern touches makes Modalu bags a pleasure to carry. In a few seasons, Modalu has charmed and seduced press and buyers, securing a list of elite stockists through the UK, Ireland, Scandinavia, Italy, the Middle East and the Far East.



Fiorelli is one of the UK's biggest-selling handbag brands, achieving this position through constant product innovation, meticulous design and high perceived value. Fiorelli is a key supplier to all major department stores and good independent retailers across the UK and is expanding rapidly internationally.

Fiorelli introduced revolutionary trading strategies to the UK market four years ago and now design, develop and launch six handbag collections per year. This enables all Fiorelli's retailers to stay ahead of today's market and satisfy the consumer's constant demand for new product.





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What acquisitions are we looking for?

Brands etc are currently looking for new acquisitions. These acquisitions can be in one of the existing sectors (Sports Brands, Sports Retail, Premium Lifestyle Brands and Accessories Brands) or a complementary sector that fits the criteria below. Brands etc looks to take majority controlling stakes in companies. Where available, we would look to retain and incentivise strong existing management teams.

Acquisitions Criteria:

- Sector/Category - Be in a sector/category which is either stable or growing
- Brand - Have a recognised brand name that can be leveraged.
- Distribution - Must have existing or potential for international distribution
- Production - Must already be outsourced or have potential to do so.
- Growth Potential - Must have sustainable growth potential
- Gross Margin - Sufficient existing or potential margin (min 40%) to allow investment in the brand
- Customers - Sales not concentrated in one or two major customers
- Product Range - Sufficient SKU's to spread risk

TURNOVER	Up to £50m
EBIT	Up to £5m
STAKE	Controlling
MANAGEMENT	Would wish to keep good management
GROSS MARGIN	40%+
LOCATION	Global
SECTOR	Consumer Brands