



**giggle**  
healthy. happy. baby

Hilco Streambank is currently seeking offers to acquire the giggle® brand and related intellectual property assets including its trademarks, giggle.com domain name and customer database.

### The Opportunity:

Since 2002, giggle® has been a trusted one-stop source for the design-conscious parent, offering a complete checklist of expert-selected products that embody smart, happy, and clean designs. At its peak in 2012, the company operated 14 retail stores in markets in or near upscale, urban centers across the U.S., with a strong e-commerce business, a line of licensed products, and its signature private label line of baby products, giggle Better Basics®. With these tools, giggle® navigates the parenting landscape with meticulously curated products in categories including furniture, gear, clothing, toys, bedding, lotions & potions, gifts and more.

### giggle® is Offering the Following Assets For Sale:

#### Trademarks:

- The giggle® Trademark registered in the U.S., Canada, China and South Korea
- Private label brand – giggle Better Basics®. In 2016, 20% of all products sold by giggle® were proprietary products. giggle® branded products carry a margin of 62%.

#### Domains:

In 2016, giggle.com generated \$11.2M in revenue and attracted approximately 4M visitors.

Some other available domains include:

[gigglebetterbasics.com](http://gigglebetterbasics.com) | [gigglebabyregistry.com](http://gigglebabyregistry.com) | [thecradlecrush.com](http://thecradlecrush.com) | [thegigglebaby.com](http://thegigglebaby.com) |  
[gigglekids.com](http://gigglekids.com) | [gigglematernity.com](http://gigglematernity.com) | [healthyhappybaby.com](http://healthyhappybaby.com) | [gigglepregnancy.com](http://gigglepregnancy.com) |  
[giggleathome.com](http://giggleathome.com) | [gigleguru.com](http://gigleguru.com)

#### Customer Data:

- Approximately 400K total opt in customer files with email addresses
- Average order value is \$157.
- Best-in-class registry program with participant data; FY2016 total registry revenue was \$7.5MM with over 5,000 total registries created.

“fun”

“happy”

“colorful”

“clean & modern”

“makes you feel happy”





“innovative”

“aspirational”

“feels special”

## Social Media & Blog:

The brand has social media accounts on Facebook, Twitter, Instagram, and Pinterest. giggle® has laid the foundation for a healthy social media presence but has not tapped its full potential. In addition, giggle® has developed a trusted blog providing parents with essential content for making parenting easier and smarter.

	<b>Facebook</b>	39,218 Followers	41,252 Likes
	<b>Twitter</b>	28.9K Followers	1,919 Likes
	<b>Instagram</b>	37.3K Followers	1,241 Posts
	<b>Pinterest</b>	8808 Followers	127.8K Monthly Views



## The Company's Financials Leave Significant Room for Growth:

<b>Fiscal Year</b>	<b>Total Revenue</b>
2015	\$18.5M
2016	\$23.5M*
Feb - Aug 2017	\$9.4M

\* giggle acquired LMC Right Start Inc in 2016 and the additional Right Start sales of \$15.1M are not included in this number.

- E-Commerce - \$11.2M revenue in Fiscal Year 2016
- Retail - \$11.8M revenue in Fiscal Year 2016
- Licensing and Wholesale - \$400K revenue in Fiscal Year 2016



## Contact Hilco Streambank for Information on the Diligence & Sale Process:

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