

Ch.11 Bankruptcy Acquisition Opportunity

Children's Fashion Apparel Brand

Naartjie®



naartjie® Kids

OPPORTUNITY

Bid Deadline: November 21st, 2014

Hilco Streambank has been retained to sell certain assets of Naartjie Custom Kids, Inc. ("Naartjie" or the "Company") including:

- The **Naartjie®** and **Naartjie Kids®** brands and related worldwide intellectual property rights
- The NaartjieKids.com worldwide **e-commerce platform** reaching customers in 30 countries.
- The Company's interests in its wholly owned **South African subsidiary** including its SA retail operation and design center

Note - US and South Africa Assets can be purchased as a package or individually

The Company is currently a debtor-in-possession in a **Chapter 11 bankruptcy** case pending in the US Bankruptcy Court for the District of Utah (*In re Naartjie Custom Kids, Inc., Case No. 14-29666*). The transaction will be conducted through a sale process subject to bankruptcy court approval.



BACKGROUND

Naartjie is a leading provider of fashionable children's clothing, accessories and footwear for ages **newborn through 10 years old**. Its apparel is sold through retail locations in the U.S. and South Africa.

Naartjie was founded in 1989 in Cape Town, South Africa as an alternative to the basics-dominated children's clothing brands that were available in the marketplace. The Company established its presence in the United States in 2001. The brand is well-known for its bright, colorful and kid-friendly clothes made with natural fibers.

From its beginning, Naartjie has been a product-focused company generating new customers primarily through concentrating on its unique assortment and design elements. The Company differentiates itself by infusing classic European / Western / African design with retro influence and an appreciation for fine-and-functional modern detail to produce high-quality, highly-desirable goods.

RECENT FINANCIAL INFORMATION

In Fiscal Year 2014, Naartjie generated **\$54.4 million of sales** through its **82 retail stores** across the U.S. (55) and South Africa (27), as well as a **rapidly expanding e-commerce platform serving customers in over 30 countries worldwide**.

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ASSETS*

- **5 U.S Registered Trademarks** including: **Naartjie**®, **Naartjie Kids** and the related logo
- **22 Trademarks registered in 12 countries including: South Africa, European Union, United Kingdom, Canada, China, Japan, Israel** and more
- **South African Subsidiary:** The Company's rights in Naartjie Kids SA - including a functioning Design Center and a profitable chain of 27 retail stores*
- **Domain Names, Copyrights, and Ecommerce Platform:** 18 Domain Names Including: **naartjie.com**, **naartjiekids.com**, and **naartjiekids.co.za**
- **Fully functioning E-Commerce platform**
- **Customer Lists**

**US and South Africa Assets can be purchased as a package or individually*



DILIGENCE

Further diligence information is available in an online data room once under (NDA) confidentiality agreement.

SALE PROCESS

Hilco Streambank is currently soliciting offers. The deadline for interested bids is November 21st, 2014 by 4PM ET.

For further information about the sale process and access to diligence materials please contact the following Hilco Streambank representatives:

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About Hilco Streambank

Hilco Streambank is a market leading advisory firm specializing in [intellectual property disposition and valuation](#). Over the last three years Hilco Streambank has become a leader in the IP valuation and disposition market. Having completed numerous transactions including sales in publicly reported Chapter 11 bankruptcy cases as well as private transactions, Hilco Streambank has established itself in the [internet and telecom](#) community as a responsible and effective intermediary in the space.