

# Investment Banking Update

## NOT DISCLOSED

December 27, 2018



Has received a minority equity investment from



FENWICK  
BRANDS

The undersigned served as exclusive financial advisor to Lemi Shine

**Stephens Inc.**

## Transaction Details

- On December 27, 2018, Envirocon Technologies Investments, LLC d/b/a Lemi Shine ("Lemi Shine", or "the Company") received a minority equity investment from Fenwick Brands ("Fenwick")
- Lemi Shine is owned by the Eggemeyer family and is based in Austin, TX.
  - The Company markets itself as the largest, independent "Better for You" brand in the home cleaning category
  - The brand is powered by natural citric extracts and is positioned as "Powerful", "Safe" and "Affordable"
- Proceeds from the investment will be used for:
  - Growth initiatives
  - Other general corporate purposes
- The terms of the transaction were not disclosed
- Stephens Inc. served as exclusive financial advisor to Lemi Shine

## According to the Company:

### Envirocon Technologies Investments, LLC

Headquartered in Austin, Texas, Lemi Shine is a family-owned company that creates powerful and safe household cleaning products. Established in 1994 with the original Lemi Shine Detergent Booster, the company has since invented additional category-changing products such as a multi-use machine cleaner, hard water rinse aid, and spot- and stain-resistant surface cleaner, and, nontoxic antibacterial wipes and spray, all powered by natural citric extracts. More information can be found at [www.lemishine.com](http://www.lemishine.com) or on Facebook and Instagram.

Sources: Company materials and website.

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