



FOR IMMEDIATE RELEASE

## ***Inverness Graham Announces Majority Recapitalization of Treat Planet***

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**Wayne, PA, January 25, 2023** – Inverness Graham, a Philadelphia based buyout firm that acquires innovative companies where technology is transforming traditional industry, is pleased to announce that it has partnered with management to complete a majority recapitalization of Treat Planet, LLC (“Treat Planet”). Based in St. Louis, Missouri, Treat Planet sells unique, innovative, and premium pet treats and chews that are sourced and manufactured in the U.S. The Company delivers best-in-class service to its customers and has strong consumer recognition across multiple brands and channels to market.

Treat Planet President and Co-Founder Doug Martin stated, “Treat Planet has been on an exciting journey in the rapidly growing pet treats market, and we are delighted to welcome Inverness Graham as a partner in accelerating the growth and delivery of Treat Planet’s products to customers across North America.” Sherry Huber, COO and Co-Founder, added, “We look forward to expanding our capabilities and services, and we are thrilled to invest in additional resources to unlock our next stage of growth. We believe Inverness Graham’s expertise in building upon founder-built businesses will be key in executing our strategic initiatives.”

“We are pleased to partner with Doug, Sherry and Christina, and have been impressed with their ability to build a fast-growing and differentiated pet treat company,” stated Aliya Khaydarova, Managing Principal at Inverness Graham. “The Company offers a diverse array of consumable pet products and has a differentiated go-to-market strategy. Treat Planet is well positioned to benefit from significant market tailwinds in the pet treat market, and we look forward to working with management to drive further growth and better serve Treat Planet’s customers and their pets.”

Terms of the transaction were not disclosed. Inverness Graham was advised by Faegre Drinker Biddle & Reath LLP, and Treat Planet was advised by Integris Partners and Brownstein Hyatt Farber Schreck, LLP.

## **About Inverness Graham Investments**

Inverness Graham is a Philadelphia based buyout firm that acquires innovative companies where technology is transforming traditional industry. The firm's Flagship strategy focuses on high-growth businesses leveraging technology in Healthcare, Software and Advanced Manufacturing. The firm's Green Light strategy targets technology-enabled businesses where Environmental Sustainability is a key driver of accelerating growth. Inverness Graham executes a differentiated, repeatable model for value creation through its proprietary "Strategic Platform Build" approach. Founded by senior executives of the Graham Group, the firm builds upon a 60-year legacy of operational excellence, bringing substantial value creation resources and an innovative mindset to support its portfolio company partners.

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