

Coterie

A Premium Brand Built for Modern Parents

A Case Study on APG's Partnership and Successful Exit

COTERIE WAS ACQUIRED BY MAMMOTH BRANDS ON
NOVEMBER 18, 2025; FINANCIAL TERMS UNDISCLOSED

Why Buyers Fell in Love with Coterie

SUPERIOR PRODUCT PERFORMANCE



- Clinically proven to outperform leading brands across absorption, dryness and comfort
- Certified safe from 1,000+ potentially harmful chemicals (OEKO-TEX, EDANA, EWG)
- Elevated materials and innovative design that parents can feel in every touchpoint
- #1 Net Promoter Score in its category

A CAREFULLY NURTURED, EMOTION-FORWARD BRAND



- Purpose-driven mission: Make parents' lives easier
- Built on real parenting truths, not category clichés
- Authentic, organic love from celebrities and influencers (Kardashians, Rihanna, Hailey Bieber, & more)
- Upper-funnel strategy rooted in authenticity that scaled awareness

A HIGHLY PROFITABLE, RECURRING REVENUE BUSINESS MODEL



- Majority of revenue driven by subscription with exceptional retention
- DTC success unlocked omni-channel expansion (Amazon, Whole Foods, Erewhon)
- Over \$160 million in net sales in 2024, reflecting 60% year-over-year growth
- Exceptional customer lifetime value supported by high retention and disciplined customer acquisition
- Attractive EBITDA margins and healthy gross margins improving with scale

A PASSIONATE, EXPERIENCED TEAM



- Mission-driven parents building for parents
- Lean, high-output culture
- Deep consumer insight capabilities and relentless focus on product and experience quality

Transaction Insights

HOW THE COTERIE TEAM KNEW IT WAS TIME TO EXPLORE A TRANSACTION



- Achieved category leadership in premium diapering (#1 fastest-growing brand)
- Subscriber scale and retention demonstrated durable product-market fit
- Retail performance validated the brand's omni-channel opportunity
- Team and infrastructure prepared for significant next-stage expansion
- Natural inflection point to bring in a growth partner to accelerate the roadmap

WHERE BUYERS FOCUSED IN DILIGENCE



- Product performance & safety validation
- Subscription cohorts, retention, and LTV/CAC dynamics
- Brand health, authenticity, and efficiency of marketing
- Supply chain scalability and margin structure
- Retail velocity and category expansion potential
- Leadership strength and culture

WHAT DROVE THE EXIT VALUATION



- Highly defensible product superiority
- Recurring revenue and high-quality cohorts
- Category-leading brand equity + organic advocacy
- Favorable market tailwinds as parents trade up to premium products
- Multi-channel growth playbook with massive runway

WHY COTERIE SELECTED MAMMOTH BRANDS



- Category specialists with deep experience in category-disrupting consumer brands
- Alignment on mission and commitment to product excellence
- Capabilities to scale retail, new categories, and geographies
- Collaborative, partnership approach

Coterie exemplifies what happens when superior product, authentic brand storytelling, and a disciplined recurring-revenue engine come together to create an exceptional outcome.

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