



HARRY'S RECEIVES GROWTH EQUITY INVESTMENT FROM ALLIANCE CONSUMER GROWTH

New York, NY (February 15, 2018) – Harry's Inc., the company behind men's grooming brand, Harry's, announced today that it has received a minority equity investment from Alliance Consumer Growth ("ACG"), a leading consumer-focused growth equity firm. ACG is joined by Temasek and Tao Capital, as well as existing Harry's investors, in this current minority growth equity investment.

Harry's was founded in March 2013 with the goal of delivering an exceptional shave at a fair price. Harry's is the first vertically-integrated, omni-channel shaving company in the world as a result of owning and operating its own razor factory in Germany, and offering products direct-to-consumers at Harrys.com in the U.S., Canada, and the U.K. Harry's products are also available in Target stores nationwide, as well as on Target.com.

In addition to fueling Harry's continued growth in shaving and grooming, and building its product portfolio and team, this investment will enable Harry's to fulfill its vision to build a next generation CPG company, investing in, building and owning a portfolio of modern CPG brands across multiple categories.

"We are delighted to partner with ACG through this latest round of financing for Harry's," said Andy Katz-Mayfield, co-founder of Harry's. "ACG has an exceptional track record in partnering with best-in-class emerging brands and helping them grow. We believe their expertise and network in consumer products is very complementary and value-added to our company as we continue to scale."

"Harry's epitomizes the type of game changing entrepreneurial consumer brand we love to back," said Josh Goldin, co-founder of ACG. "The Harry's team is solving a problem for consumers by providing best-in-category personal care and shaving products for a lower price than those offered by legacy "Big Shaving" companies. We are thrilled to join the Harry's family and be part of their mission."

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About Harry's

Harry's, founded in 2013, is a men's grooming brand delivering an exceptional shave at a fair price. As the first vertically integrated omni-channel shaving company in the world, Harry's owns and operates its own razor factory in Eisfeld, Germany, and sells products direct-to-consumers at Harrys.com. In 2016, Harry's partnered with Target to also make their products available in Target's more than 1,800 doors nationwide. Harry's is headquartered in New York City. www.harrys.com.

About Alliance Consumer Growth

Alliance Consumer Growth ("ACG") is a leading growth equity fund providing capital and value-added partnership to the most promising emerging consumer product and retail brands. Notable brands that ACG successfully partnered with as an early investor include Shake Shack (later completed an IPO as NYSE: SHAK), Babyganics (later acquired by SC Johnson), Krave Jerky (later acquired by Hershey's), Suja Juice (later acquired by Coca-Cola), barkTHINS (later acquired by Hershey's), Tata Harper Beauty, Pacifica Beauty, Nudestix, Blaze Pizza, Snooze AM Eatery, Tender Greens and The Honest Kitchen, among others. ACG has offices in Los Angeles and New York City. www.acginvestors.com