



LOLA RECEIVES GROWTH EQUITY INVESTMENT FROM ALLIANCE CONSUMER GROWTH

New York, NY (June 12, 2018) – LOLA, the first lifelong brand for women and a pioneer in the women’s personal care category, announced today that it has received a substantial minority equity investment from Alliance Consumer Growth (“ACG”), a leading consumer-focused growth equity firm. ACG is joined in this round by existing LOLA investors including Spark Capital, Lerer Hippeau and Brand Foundry Ventures. The investment will enable LOLA to fuel product innovation across new categories and to support the brand’s ongoing mission of delivering transparent products and candid information to women for every stage of their reproductive lives.

LOLA, launched in 2015, markets products including tampons, pads, and liners made with 100% organic cotton, a First Period Kit, and Cramp Care suite. Sex by LOLA debuted in May 2018, featuring condoms, personal lubricant, and all-natural feminine cleansing wipes, marking LOLA’s first expansion outside of feminine care. All LOLA products are formulated and designed with transparency and with women’s needs in mind. LOLA products can be delivered directly to customers’ doors through a convenient subscription service with the option to add items a la carte.

“We are very excited to partner with ACG in this latest round,” said LOLA co-founder Jordana Kier. “Given ACG’s experience with high-growth, branded consumer products, we believe ACG will be a perfect complement to our investor base.” LOLA co-founder Alexandra Friedman added, “ACG has a long track-record of partnering with best-in-class consumer brands. We are thrilled to collaborate with the ACG team as we continue to scale, allowing us to create a greater impact in our ongoing support of women’s reproductive health.”

“LOLA is at the epicenter of a shift in personal care in which consumers are rejecting brands that have long neglected transparency and are now seeking brands that are trustworthy, effective and engaging,” said ACG co-founder and partner Trevor Nelson. “Jordana and Alex and the entire LOLA team are building a truly extraordinary brand platform and are solving practical, unmet needs for consumers. We are thrilled to join the LOLA family.”

About LOLA

LOLA is the first lifelong brand for a woman’s body. LOLA offers women the transparency and candor they deserve when it comes to products and content for their reproductive health. The business launched with tampons, pads, and liners made with 100% organic cotton, available in customizable assortments and delivered directly to customers’ doors via a convenient subscription service. The brand has since added LOLA’s First Period Kit, Cramp Care suite, and Sex by LOLA, a line of safe, simple and effective sexual health products, to their product portfolio.

www.mylola.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), barkTHINS (later acquired by Hershey’s), Krave Jerky (later acquired by Hershey’s), Suja Juice (later acquired by Coca-Cola), Tata Harper Beauty, Pacifica Beauty, Nudestix, Blaze Pizza, Snooze AM Eatery, Tender Greens and The Honest Kitchen, among others. ACG has offices in New York City and Los Angeles. www.acginvestors.com