

Callaly®

Intellectual Property & Business Asset
Acquisition Opportunity

London

Birmingham

Manchester

Leeds

Glasgow

Global

OPPORTUNITY OVERVIEW

Hilco is delighted to present the opportunity to acquire the intellectual property and business assets of Calla Lily Personal Care Limited (“Callaly” or the “Company”).

Callaly is a London-based period care company revolutionising the multi-billion pound feminine care industry.

THE PROBLEM

Many inventions, from menstrual cups to period panties, have emerged to provide women with new period-care options. One design, however, has barely changed since it was patented more than eight decades ago: *the tampon*.

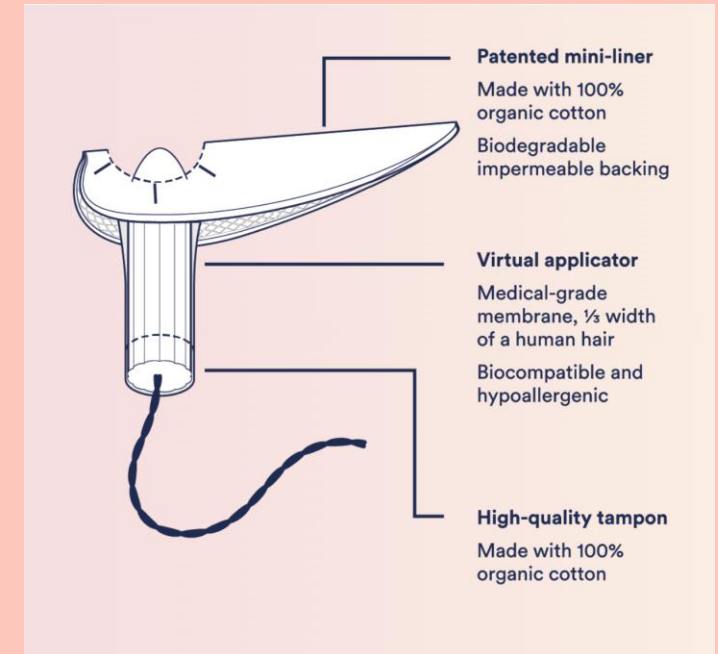
Since the tampon became available in the 1930s, its imperfect design has remained largely unaltered, with most women needing to use a separate liner 'just in case' of leaks.

INTRODUCING Callaly®

Recognising the demand for a new and fresh take on the tampon, Callaly reinvented it, designing and developing the **Tampliner**.

Developed by a gynaecologist and garment technologist, Callaly's patent-protected Tampliner is a hybrid tampon and panty liner, removing the inconvenience of needing two separate products to prevent leakage. The Tampliner has three parts: *an organic cotton tampon, an organic cotton mini-liner, and a breathable virtual applicator that connects the two.*

In addition to leak prevention, Callaly's Tampliner creates a more hygienic experience than regular tampons. The virtual applicator keeps your finger clean when inserting the Tampliner, and when removing it, the Tampliner wraps itself into the virtual applicator.



BUSINESS HIGHLIGHTS

£12.5M

INVESTMENT
TO DATE

100%

ORGANIC COTTON &
HIGH QUALITY
SUSTAINABLE
INGREDIENTS

4

PATENT FAMILIES
GRANTED
SPANNING UP TO
30
TERRITORIES

FDA

510K CLEARED IN THE
UNITED STATES

AVAILABLE ASSETS



The Tampliner
Product &
Supporting Patent
Portfolio



The Award-Winning Callaly
Brand & Associated Trade
Mark Portfolio



Extensive Portfolio of
Registered Designs



Domain Name Portfolio,
E-Commerce Website &
Popular Social Media
Accounts



Database of c. 20K
Prior Customers



Modern Equipment
Assets
Cost Value £1.225M



£342K of Stock at Cost
Located at
Distribution Hubs and
Manufacturing
Facilities



Creative Office Hub in
North London

HUGE MARKET OPPORTUNITY

\$38.18BN

IN 2021

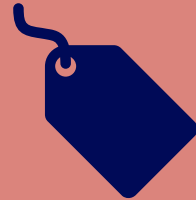
+5.22%

MARKET CAGR
2021-2028

TERMS & CONDITIONS



VAT, if applicable, applies at 20%



A buyer's premium of 10% applies to this sale.



A non-refundable deposit of 20% will be payable by the buyer within 24 hours of bid acceptance.



Legal completion to occur within 5 business days of bid acceptance.

All expressions of interest and bids are to be directed to Hilco in writing. A Bid Submission Form is available on request.

The bidder acknowledges that Hilco acts as an agent for the Company which offers for sale only what right, title and interest (if any) the Company possesses in the assets. Such sale will be without any warranties, expressed or implied. Hilco has not verified the information provided, and bidders are deemed to have carried out their own due diligence.

VAT, if applicable, at 20% will be added to the price. A 10% buyer's premium (+ VAT) is payable by the winning bidder in addition to the purchase consideration. A non-refundable deposit of 20% will be payable by the buyer within 24 hours of bid acceptance. Legal completion to occur within 5 business days of bid acceptance. Hilco's full Terms and Conditions apply.

Contact the following Hilco representatives for further information:



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