



Acquisition Opportunity
Intangible Assets of #1 Third-Party Amazon Seller Packable / Pharmapacks
Including Proprietary Software Platform

Hilco Streambank presents the opportunity to acquire the intangible assets of Packable Holdings, LLC (“Packable,” “Pharmapacks” or the “Company”). Packable is a leading, technology-driven eCommerce marketplace enablement platform providing consumer brands, distributors and emerging digitally native brands with the connections, insights and services needed to enable and accelerate sales growth across multiple online marketplaces simultaneously.

The Company was the #1 third-party seller on Amazon in North America (by number of reviews), and its software platform enabled more than 75 million transactions on 8 marketplaces, generating approximately 2 million reviews across all marketplaces and more than \$427 million in revenue in 2021.

Packable’s brand partners included dozens of household names, some of which Packable had the exclusive right to serve as their authorized third-party marketplace seller. Packable also invested in more than 20 emerging digitally native brands, giving them access to the Company’s data-driven platform for optimizing marketplace sales.

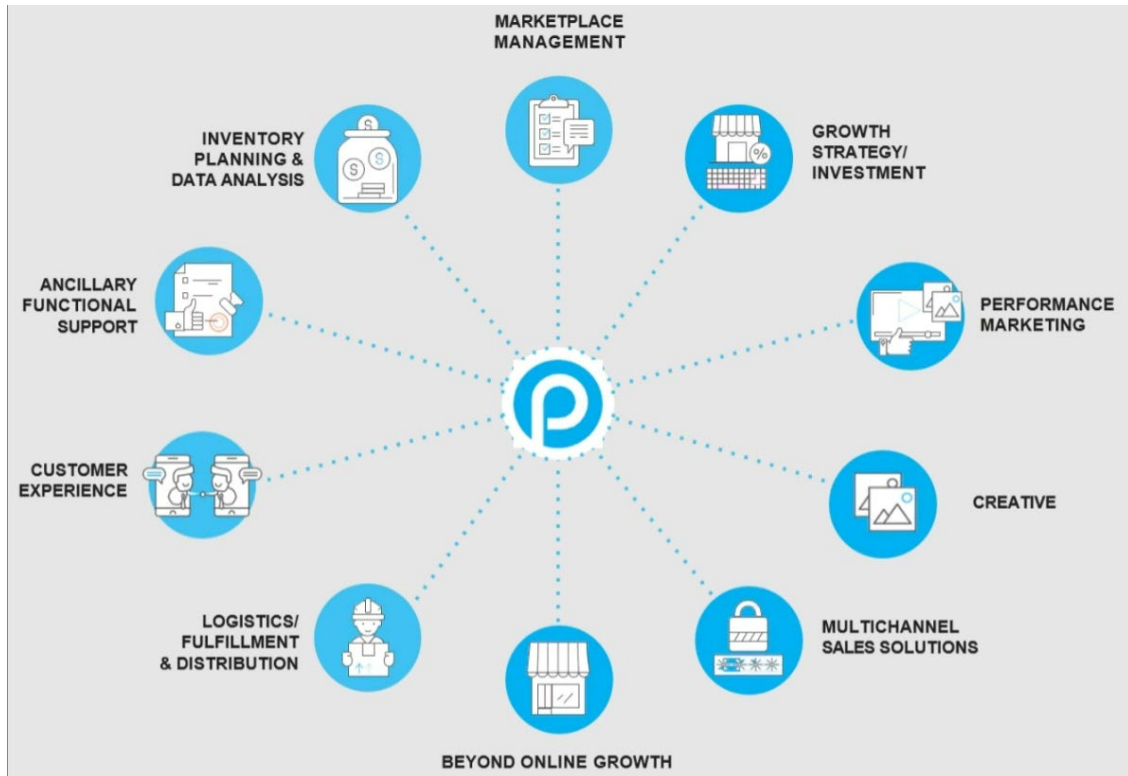
The Company obtained a Seller Fulfilled Prime badge on Amazon, with additional capabilities as a fulfilled-by-merchant seller with Amazon Prime eligibility and guaranteed 2-day shipping.

The Company has set **November 14, 2022** as a bid deadline and **November 16, 2022** as an auction date.¹

The “Brain”: A Proprietary Software Platform Designed to Scale

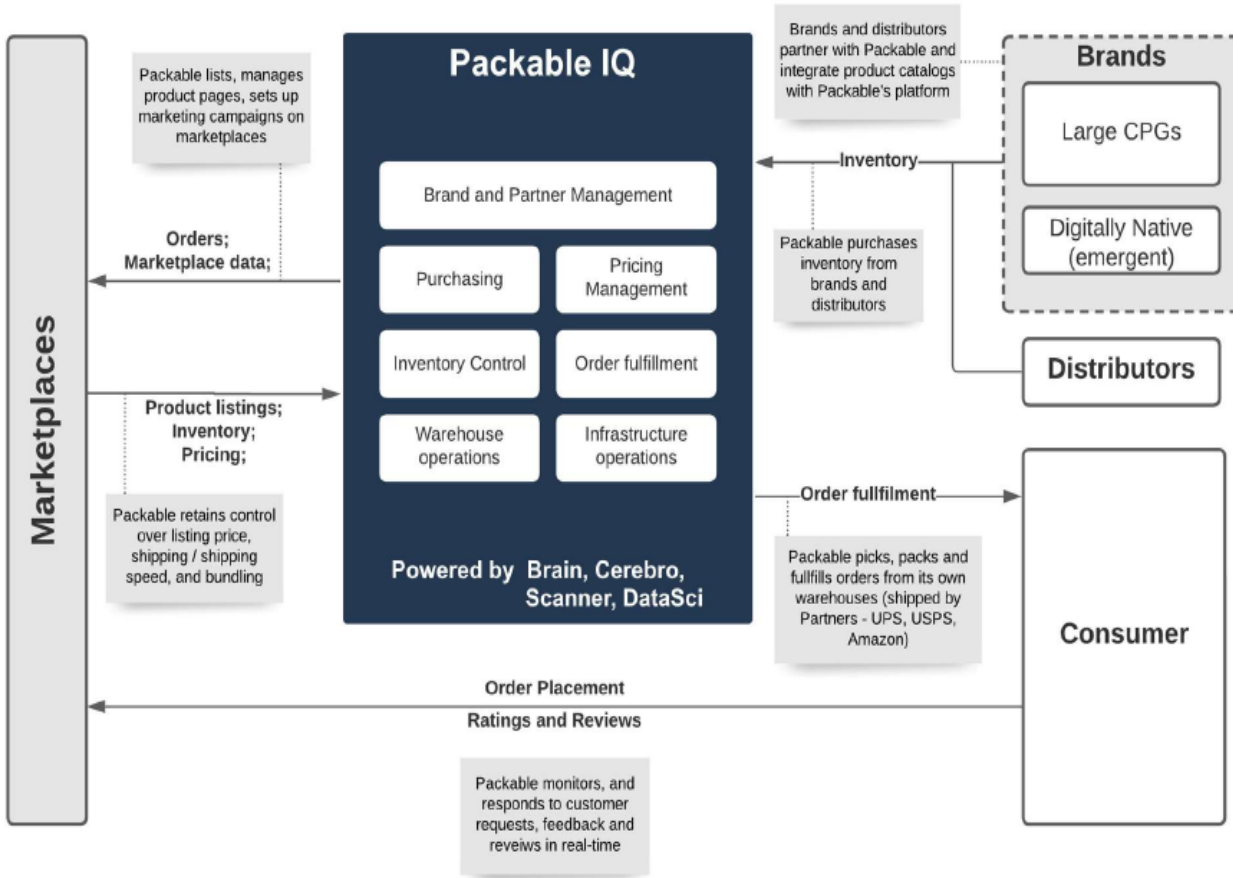
Packable built its operations around its proprietary software platform, dubbed the “Brain”. Developed in-house, without relying on third-party software other than MS SQL and IIS, the platform provides integrated, automated eCommerce services such as inventory onboarding, data flow management, shipping and vendor management, algorithmic pricing, bundling, data analytics and fulfillment. At its peak, the Brain facilitated more than 1.8 million orders per month, across more than 31,000 SKUs.

¹ These dates are subject to approval of the bankruptcy court overseeing Packable’s bankruptcy case.

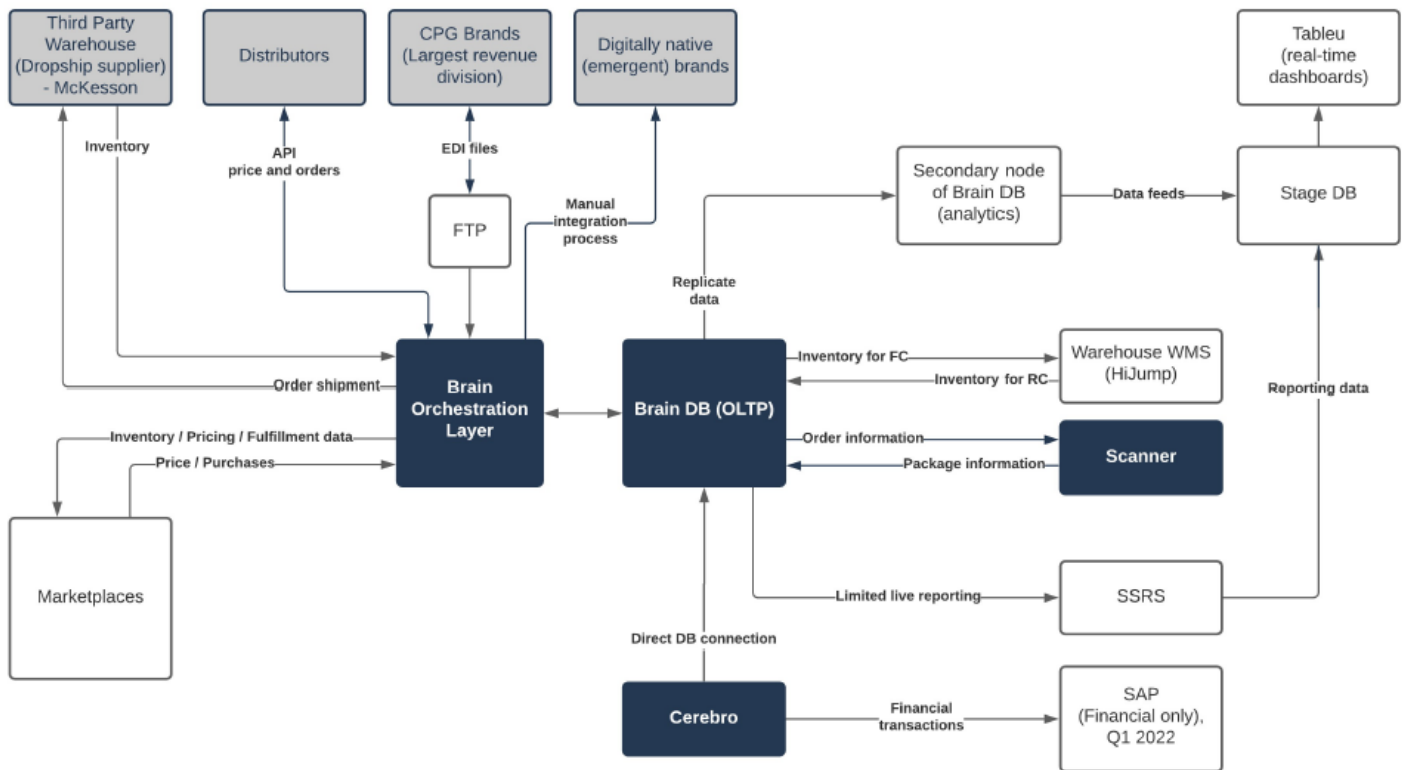


The Brain algorithms and custom logic – unique amongst competitor platforms – constantly adjust product prices dynamically across marketplaces in near real-time to net the best result for each sale given total inventory levels, thereby maximizing overall margins and revenue.

The Brain also collects and processes data from marketplace APIs as close to real time as possible. For example, every 45 minutes, the Brain re-evaluates the entire state of the Amazon marketplace and adjusts based on that data. The Brain drives nearly all the revenue the Company generates, is critical to all operations, and controls all automated processes, from pricing decisions to shipping labels.



The Company has started development of a new application called “Cerebro”, an improvement upon the Brain, which works together with the Brain on certain functions, as outlined below.



Available Assets

- ❖ Software Platform and Associated Data
- ❖ Product roadmap
- ❖ Contracts
- ❖ Trademarks
- ❖ Domain Names
- ❖ Majority interests in 2 brands
- ❖ Minority interests in more than 20 emerging brands, most of which are digitally native

The Company is currently selling other assets including inventory, FF&E and its interests in its distribution centers, including in Perris, California and Islandia, New York.

Sale Process

Packable is operating as a debtor in possession in a chapter 11 case pending in the United States Bankruptcy Court for the District of Delaware. The Company has filed a motion seeking to establish **November 14, 2022** as the bid deadline and **November 16, 2022** as the auction date.

Please contact Hilco Streambank to learn more and to request a non-disclosure agreement.

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| Gabe Fried CEO gfried@hilcoglobal.com 617-458-9355 | Richelle Kalnit SVP rkalnit@hilcoglobal.com 212-993-7214 | Jordon Parker VP jparker@hilcoglobal.com 719.821.0894 |
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