

# Sawaya | Segalas

Investment Bankers  
to the Consumer Industry



- **Over 50 years in the consumer products industry**
- **Built successful Consumer Products M&A team at PaineWebber in the 1980s**
- **Was Chairman of the Citibank Global Consumer Products Group at Schroeder/Salomon Smith Barney in the late 1990s**
- **B.S. in Civil Engineering from Yale University**

## Hercules Segalas

Co-founder & Managing Director

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Herc Segalas has spent over 50 years in the consumer products industry, research and investment banking. He began his career working for 10 years at consumer products giant Procter & Gamble, followed by three years with International Flavors Fragrances. In 1970, Herc took his knowledge of the consumer industry to the financial world and through successful careers at many firms, finally joined Drexel Burnham Lambert as a research analyst specializing in the cosmetics, personal care and household products industries. Herc's streak as the #1 ranked consumer products research analysts for 17 years running is unrivaled. With a reputation as one of Wall Street's leading industry analysts, he moved to PaineWebber in 1987 to start a Consumer Products investment banking effort where, working with Fuad Sawaya, he sharpened his consumer products industry focus, and built a highly successful Consumer Products M&A team.

When he and Fuad Sawaya led PaineWebber's Consumer Products M&A business in the 1980's and 1990's, their focus was primarily on strategic transactions and M&A advisory assignments. Fuad provided strategy, oversight, and a talent for bringing companies and individuals together. Veteran analyst Herc Segalas led the networking and research aspect of the transactions, and together they built a powerhouse M&A team. William Hood and John Lynch, among others, provided execution support. Together, the team completed more than 120 M&A and financing transactions aggregating more than \$14 billion in value. Led by Sawaya and Segalas, the team closed some of the most talked-about transactions in the industry.

As a result of his success in helping create one of the most successful consumer products investment banking franchises on Wall Street combined with his global network of relationships, Herc was courted by a number of investment banking firms and finally joined Schroeder/Salomon Smith Barney in the late 1990s becoming Chairman of the Citibank Global Consumer Products Group before rejoining his former colleagues in the formation of Sawaya Segalas & Co., LLC in 2001.

Hercules Segalas earned a B.S. in Civil Engineering from Yale University. **continued**

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## Hercules Segalas continued

### Transaction Highlights

Sale of Snapple Beverage to The Quaker Oats Corporation | \$1,700 M  
Acquisition of National Car Rental by an investor group | \$1,642 M  
Sale of Fabergé to Unilever | \$1,550 M  
Recapitalization of the Randall's Supermarket Chain with KKR | \$780 M  
Sale of FoxMeyer Distribution to McKesson Corporation | \$570 M  
Acquisition of Coty, inc. from Pfizer by Benckiser | \$440 M  
Sale of the Prestone Products Corporation to Allied Signal Corp. | \$415 M  
Going private transaction of the Swisher Corporation | \$410 M  
Sale of SOBE Beverages to PepsiCo., Inc. | \$380 M  
Sale of the Armor All Products Corporation to The Clorox Corporation | \$375 M  
Sale of the American Safety Razor Corporation to an Investor Group | \$307 M  
Sale of La Petite Holdings to Chase Capital | \$280 M  
Sale of Select Beverages to Cadbury-Schweppes/The Carlyle Group | \$245 M  
Sale of Carson, Inc. to L'Oréal | \$230 M  
Acquisition of Orange Crush from Procter & Gamble by Cadbury | \$210 M  
Sale of Confab to Tyco International | \$200 M  
Sale of the Personal Care Group to The Playtex Corporation | \$182 M  
Acquisition of certain Household Brands from Dow Brands | \$160 M  
Acquisition of SmithKline Beecham European Cosmetic Business by Benckiser | \$150 M  
Acquisition of the Curel and Soft Sense brands by Kao Jergens | \$135 M  
Sale of Interplak to Bausch & Lomb | \$130 M  
Sale of Reckitt & Colman's Personal Products Group to J.W. Childs | \$123 M  
PIPE investment by the Thomas H. Lee Corporation in the Cott Corp | \$115 M