

LINDSAY GOLDBERG

BRIAN KELLEY JOINS LINDSAY GOLDBERG AS PARTNER

Former CEO of Keurig Green Mountain to Lead Global Consumer Products & Services Investment Efforts

New York – January 12, 2017 -- Lindsay Goldberg (“the Firm”) today announced that Brian Kelley has joined the Firm as a Partner. Mr. Kelley will be responsible for leading Lindsay Goldberg’s global consumer products and services investment efforts.

Mr. Kelley is a highly-respected consumer products executive, who was most recently Chief Executive Officer of Keurig Green Mountain. Under Mr. Kelley’s leadership, Keurig Green Mountain nearly tripled to reach more than 25 million homes while significantly improving financial performance, culminating with the sale of the company to JAB Holding Co. for \$14 billion.

“Brian has an exceptional track record of leading and growing consumer products businesses and is the ideal person to lead our global consumer products investment efforts,” said Alan Goldberg, Lindsay Goldberg’s Co-Founder & CEO. “We look forward to leveraging Brian’s tremendous experience in building brands and identifying trends, and we are confident his deep sector expertise will greatly benefit our Firm.”

“Lindsay Goldberg has a stellar history of strengthening and growing family-owned and entrepreneur-led businesses with a long-term horizon,” said Mr. Kelley. “I am excited to work closely with Lindsay Goldberg’s highly skilled investment professionals to help identify great investment opportunities in this very dynamic sector.”

Mr. Kelley joined Keurig Green Mountain as its Chief Executive Officer, President and Director in December 2012 and currently serves as the Vice Chairman of the Board following the company's sale to JAB Holding Co. in 2016. He joined Keurig Green Mountain from the Coca-Cola Company where he spent nearly six years, culminating in his role as President of Coca-Cola Refreshments, the company’s North American operations, with over \$20 billion of revenue and more than 70,000 employees. Mr. Kelley’s prior experience includes his appointment as President and Chief Executive Officer of SIRVA, Inc.; President of Ford Motor Company’s \$13 billion Lincoln/Mercury division; and a number of executive roles over his six years in the Major Appliance business of The General Electric Company where he was a Corporate Officer. Mr. Kelley spent the first ten years of his career at Procter & Gamble in Sales and Brand Management.

In addition to serving on the Keurig Green Mountain Board, Mr. Kelley serves on the Board of AMAG Pharmaceuticals, Inc., the Board of Trustees of College of the Holy Cross, and the Board of Save the Children. He is a graduate of College of the Holy Cross with a B.A. in Economics.

About Lindsay Goldberg

Lindsay Goldberg is a private investment firm with approximately \$13 billion of equity capital that focuses on partnering with family-owned and entrepreneur-led businesses seeking a partner to help actively build their businesses. For more information about Lindsay Goldberg, please visit www.lindsaygoldberglc.com.

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