

Roark Capital Group, Private Equity Firm, Announces Kevin Hofmann as Managing Director of Portfolio Operations

San Francisco, CA — April 15, 2019 Renovata & Company is pleased to announce the placement of Kevin Hofmann as managing director of portfolio operations for Roark Capital Group, an Atlanta-based private equity firm that has raised approximately \$12B in equity capital since it was formed. He brings 30 years of experience leading businesses and functions across diverse industries.

Roark focuses on investing in franchised and multi-unit businesses in the consumer and business services sectors. Since its inception, affiliates of Roark have invested in 67 franchise/multi-unit brands, which collectively generate \$37B in annual system revenues from 36,000 locations in 50 states and 81 countries.

The firm's portfolio companies span multiple industries, including food and restaurants, specialty retail, health and wellness, retail healthcare, business services and education. Its largest sector, food and restaurants, includes 25 investments in brands such as Inspire Brands (owner of Arby's, Buffalo Wild Wings, etc.), CKE Restaurants (owner of Carl's Jr and Hardee's), and FOCUS Brands (owner of Cinnabon, Jamba Juice, etc.)—just to name a few.

"Kevin has decades of strong leadership experience delivering business results, which brings great value to Roark," says Simon Francis, Renovata & Company partner. "During Kevin's six years as president at The Home Depot, his team grew in size and scale from \$1B to \$8.5B, becoming one of the largest e-commerce operations in the country. As chief marketing officer, he also oversaw the strategic branding, marketing and advertising direction of The Home Depot, a top-30 brand with approximately \$1B in advertising spend."

Prior to joining Roark, Hofmann spent 13 years with The Home Depot—where he oversaw the strategy, sales and operations of the company's digital efforts as president and chief marketing officer. Before The Home Depot, Kevin spent 10 years with GE, where he held chief information officer and chief technology officer roles in a number of GE businesses. He launched his career at Dow Chemical, where he spent eight years in research and development and technology.

About Renovata & Company

Renovata & Company is a global executive search and private equity advisory firm. We are trusted by financial sponsors, their portfolio companies and public corporations to deliver transformational leaders and valuable investment insights. Renovata & Company's executive search activities are focused on the most complex search assignments—board-level mandates which include board directors, CEOs, CFOs and other C-suite executives, as well as investment professionals and Operating Partners—and we provide strategic counsel to clients across the technology, digital, business services, industrial, consumer and retail sectors. Renovata & Company has relationships with over 50 of the top 100 private and growth equity firms globally. Our private equity advisory services include diligence support, backable executive introductions and deal sourcing delivered by our affiliate, L Capital Advisors. We also make equity co-investments alongside our private equity clients through our investment affiliate, L Capital. We are privately held and operate from six offices across two continents: Boston, Hamburg, London, New York, San Francisco and Stockholm. www.renovata.com

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