

Ancora Created To Redefine Growth Model For Nascent Brands

Announces first growth acquisition of Indie Lee

Ancora launched in partnership with Winona Capital

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Ancora Investment Holdings →

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NEW YORK and CHICAGO, June 8, 2017 /PRNewswire/ -- Ancora Investment Holdings, a new generation of investor redefining the growth model for nascent brands, announced today that it has invested in eco-chic lifestyle brand, Indie Lee. Ancora was founded through a partnership between leading beauty industry veterans, Lori Perella Krebs and Nicky Kinnaird, and consumer private equity firm, Winona Capital. The partnership offers a unique mix of brand building, financial acumen and operational expertise fueled by passion, creator appreciation and love of brands.

Ancora has created a unique platform to partner with global health, beauty and wellness brands that have an authentic voice and raison d'être. Through its unique business model Ancora will nurture early stage brands by providing operational and strategic guidance fueled by capital to empower founders and entrepreneurs to exceed their dreams.

"Passion is fundamental to Ancora. We are a place of energy, of enthusiasm, of innovation." said Lori Perella Krebs and Nicky Kinnaird, founding partners of Ancora Investment Holdings. "Ancora is looking to support creators of truly authentic, difference-making ideas and brands in the health, beauty and wellness realms. We are excited to work with people who are uncompromising in their vision and ready to take that vision to the next level. People like Indie Lee."

The eponymous Indie Lee was founded with a single mission -- to keep things simple and effective; to empower, engage and educate others -- one ingredient at a time. In November 2008, Indie was diagnosed with a potentially fatal brain tumor that was most likely environmentally derived. After waking up from successful brain surgery on Earth Day 2009, she had a new lease on life and a commitment to create change. "The tumor was the best thing that ever happened to me," said Indie Lee. "I consider it one of the greatest gifts. It woke me up to what I'm passionate about and to create my own destiny and change in the industry". Inspired by the desire to offer beauty without sacrifice, Indie Lee was created to offer a line of clean beauty and lifestyle products.

"We are thrilled to partner with Ancora to break new ground and build something that changes the game" said Laird Koldyke, Managing Partner of Winona Capital. "We look forward to investing behind the world-class Ancora team as it partners with authentic, industry leading brands."

About Indie Lee

Indie Lee is a skincare and lifestyle brand offering an eco-chic collection of clean beauty products that combine style and sustainability without sacrifice. Inspired and motivated by the likely cause of a life-threatening brain tumor believed to be environmentally derived, Indie has dedicated her life to educating others to the potentially harmful effects of toxins absorbed through the skin. For more information, please visit www.indielee.com.

About Ancora Investment Holdings

Based in Chicago, New York and London, Ancora knows how to support leaders. Its principles, Lori Perella Krebs and Nicky Kinnaird, bring decades of developmental experience within the beauty industry. Lori, former President of Fekkai and SVP during Joint Venture with Chanel, has built her career working with a variety of companies, from public and privately held to family-owned and personality brands. Nicky, founder of global retail concept, Space NK is a visionary entrepreneur and beauty guru. Ancora's financial partner, Winona Capital, is a seasoned private equity investor with a strong track record of building businesses through sound decision-making and operational excellence. For more information, please visit www.ancoraholdings.com.

About Winona Capital

Winona Capital provides acquisition and growth capital in lower middle-market consumer and retail companies that have attractive revenue and brand enhancement opportunities. Winona partners with high energy, passionate executives who have a shared focus on building great brands with sustained growth over long-term investment horizons. Winona Capital manages more than \$300 million on behalf of its family office and institutional investors. For more information, please visit www.winonacapital.com.

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