

**ITEM 1
COVER PAGE**

PART 2B OF FORM ADV: FIRM BROCHURE SUPPLEMENT

PRENTICE CAPITAL MANAGEMENT, LP

March 2024

Prentice Capital Management, LP
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ADVISORY PERSONNEL:

Michael Zimmerman

This brochure supplement provides information about Michael Zimmerman that supplements the Prentice Capital Management, LP ("Prentice") brochure. You should have received a copy of that brochure. Please contact us at (203) 302-2432 or markh@prenticecapital.com if you did not receive Prentice's brochure or if you have any questions about the contents of this supplement.

ITEM 2
EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Michael Zimmerman is the founder and CIO of Prentice. From 2000-2005, Mr. Zimmerman was employed by S.A.C. Capital and managed a sizable portfolio in the U.S. consumer/retail sector. Previously, Mr. Zimmerman worked at Omega Advisors where he focused on consumer/retail investments. Mr. Zimmerman began his investment career at Lazard Asset Management where he worked from 1995-1999 focusing on investments in consumer/retail companies, homebuilders, and utilities. Prior to joining Lazard, Mr. Zimmerman played professional tennis from 1992-1994 as a member of the ATP and Challenger tennis tours. Mr. Zimmerman graduated from Harvard College in 1992 with a BA in Economics.

ITEM 3
DISCIPLINARY INFORMATION

There are no legal or disciplinary events to disclose that are material to a client's or prospective client's evaluation of Michael Zimmerman.

ITEM 4

OTHER BUSINESS ACTIVITIES

Michael Zimmerman is not involved in any other business activities that provide a substantial amount of his income or require a substantial amount of his time. From time to time, Mr. Zimmerman may serve on the board of directors of various publicly traded or private companies, if it is deemed to be in the best interests of Prentice and its Clients or does not present a material conflict of interest with Prentice and its Clients. Mr. Zimmerman may receive compensation for serving on a board of directors. Neither the amount of compensation nor the time required of Mr. Zimmerman is expected to be material to his activities with respect to Prentice.

ITEM 5
ADDITIONAL COMPENSATION

From time to time, Mr. Zimmerman may serve on the board of directors of various publicly traded or private companies, if it is deemed to be in the best interests of Prentice and its Clients or does not present a material conflict of interest with Prentice and its Clients. Mr. Zimmerman may receive compensation for serving on a board of directors. Neither the amount of compensation nor the time required of Mr. Zimmerman is expected to be material to his activities with respect to Prentice.

ITEM 6 SUPERVISION

Mr. Zimmerman controls Prentice and has sole discretionary authority with respect to Prentice's investment decisions. If a client or investor has a problem or concern with Mr. Zimmerman, they may contact Mark Hossein, Prentice's CFO & CCO, at (203) 302-2432 or markh@prenticecapital.com.