

# Business Sale Overview Memo

## Digital Marketing & Optimisation Business

### Business Opportunity

An excellent opportunity exists to purchase the business and assets of a successful digital marketing and optimisation business specialising in performance marketing, customer onboarding technology and tailored bespoke solutions.

Operating from its East Anglia HQ the company employs 16 full time specialist staff and account managers. The business has traded successfully and very profitably but has encountered recent cash flow difficulties.

Interested parties are requested to specifically deal and formally register their interest with Kevin Counihan at SIA Group, who are acting as Agents on behalf of the proposed Administrators.

A sale will be executed at the earliest opportunity. All expressions of interest must be registered by no later than 13<sup>th</sup> September 2019.

### Business Overview

- Leasehold HQ premises in East Anglia
- Reputable client base
- Multi-disciplinary experienced staff
- Unique technological products and know how
- Average Turnover c£5.7m (Last 3 Years)
- Average Net Profit £378k

### High Level Financial Information

	Y/E 31 March 2019	Y/E 31 March 2018	Y/E 31 March 2017
Turnover	£8.6m	£7.1m	£1.5m
Net Profit	£426k	£449k	£261k

*\*Accounts available on request*



### Assets for Sale

- Office Furniture & Computer Equipment
- Current WIP & Customer List
- Intellectual Property
- Goodwill / Trading Name
- Domain name, Website, Digital/Social Media Assets

### Further Information

Requests for further information should be addressed to Kevin Counihan of SIA Group. Contact details have been provided below.

Interested parties are invited to register their level of interest. Access to additional information will be provided on receipt of signed NDA. All offers to be supported by proof of funding.

### For further information please contact:

Kevin Counihan – SIA Group  
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