

Business Sale Overview Memo

Automotive Website Business

Business Opportunity

An excellent opportunity to purchase the Business and Assets of a UK based business providing a leading automotive website providing independent, accurate and trusted advice to consumers in order for them to make an informed buying decision.

Originally focused solely on cars, the brand has expanded in recent years to also cover vans, classics and garage recommendations.

The Company operates from Leasehold premises in Peterborough and currently employs an experienced full-time team of 18 members of staff.

With a turnover in excess of £1.1m and almost 80m page views in 2019, this leading automotive website provides independent, accurate and trusted advice to consumers in order for them to make an informed buying decision.

The Joint Administrators would like to achieve a Sale in short order and as such, it is anticipated that the sale and purchase of the shares, or otherwise of the business and assets, will be executed at the earliest opportunity.

Business Overview

The Company's headline statistics for 2019 are as follows (*source GA):

- Overall page views – 80m*
- Users – 21.6m*
- Sessions – 30.3m*
- 74% traffic via organic search*
- 80% of sessions in cars*
- 0% traffic paid for search*
- Registered readers – 400k
- Newsletter subscribers (via various newsletters) – 71k

High Level Financial Information

- £1.1m Turnover FY19
- £909k Gross Profit FY19
- 81% GP margin FY19

**Accounts available on request*



Further Information

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

Interested parties should be in a position to submit initial expressions of interest by no later than 20 January 2020 with the purchaser being in a position to complete the transaction shortly thereafter. All offers should be supported by proof of funding.

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
 T. 020 7498 4904
 E. kevin.counihan@sia-group.co.uk

