

# Business Sale Overview Memo

## Consumer Complaints and B2B SaaS Business

An excellent opportunity exists to purchase the business and assets of a well-established business operating a consumer complaints platform and associated data services for businesses to improve customer services.

Operating since 2012 the business has grown the initial consumer complaints platform to be a recognised industry leading consumer resource and diversified into providing data insights for businesses via a range of paid for platforms and services.

The business has reached a critical point of adoption and would benefit from a purchaser seeking to expand on the SaaS models to maximise the growth potential.

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 18 November 2022.

### Business Overview

- UK's largest free consumer complaints website
- Data centric business model
- Capitalised Development Costs to date £6.2m
- Average Group Turnover c£2m (Last 3 Years)
- Multiple SaaS offerings for B2B on consumer data

### High Level Financial Information

	Y/E 31 DEC 2021	Y/E 31 DEC 2020	Y/E 31 DEC 2019
<i>Consolidated Turnover</i>	£0.9m	£1.8m	£3.4m

\*Accounts available on request



### Assets for Sale

- Intellectual Property rights
- Office Furniture & Computer Equipment
- Goodwill / Trading Name / Customer List
- 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:

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