



Full-service e-commerce platform for signage and garden decoration looking for a growth partner

PROJECT VEXILLUM

Teaser

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FULL-SERVICE E-COMMERCE PLATFORM IS LOOKING FOR A GROWTH PARTNER

Investment considerations

- 1 Market leader and front runner in online B2C sales:** The company pioneered online sales in the signage and garden decoration, leaving traditional offline manufacturers struggling to catch up.
- 2 Renowned online store:** The online store of the company is highly regarded with an average score above a 9 with over 4,000 reviews on various review platforms.
- 3 Widely spread customer base between B2B and B2C:** As of 2022, the company has a broad customer base of over 43,500, with an estimated breakdown of 70% B2C customers and 30% B2B customers, indicating a diverse range of customers.
- 4 Procurement directly from the producer:** High gross margins can be achieved by placing custom orders directly with the manufacturer, which helps to lower costs.
- 5 Platform investment for buy-and-build:** The company has the potential to act as a platform investment. For example, there are a large number of smaller players operating within Europe that are suitable as acquisition targets.



Transaction rationale

The company has developed itself to be the online market leader within the signage and garden decoration sector in the Netherlands. Recently, a few questions have arisen. How can international markets best be entered? How to prepare the business for this step? The entrepreneur would like to grow the firm and wants to attract a partner that can provide capital and knowledge to realize an ambitious growth strategy. Attracting a partner by selling a stake in the company is the envisioned way to achieve these goals. The owner would like to focus more on the strategic side of the company and less on the operational side.



Growth opportunities

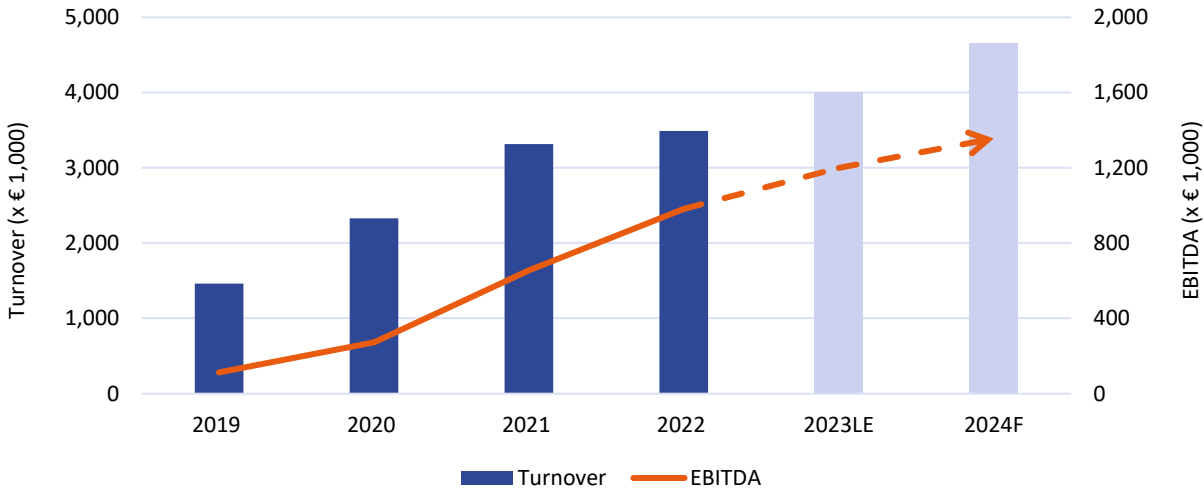
1. Expanding internationally - A logic first step would be to penetrate the German online market. The level of pricing there is high compared to the Netherlands, so greater margins are to be made.
2. Buy and build - A buy-and-build strategy can be utilized. The market is fragmented and other market players can be integrated into the company.
3. Entering the offline market - The offline market is completely untapped. Account managers can be hired to increase sales both at domestically and internationally.
4. Acquisition in the retail market - Growth can be achieved by proactively approaching these businesses.



Organisation and location

- Headquartered in Netherlands.
- Between 5 – 20 employees.
- Sales processes are highly automated. Incoming orders from the online store are processed in the company's software package which also handles shipping and invoicing.

Turnover and EBITDA 2019 - 2024F



Contact



26 years of experience



~185 professionals



Internationally active in all sectors



Averaging 150 transactions per year



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