



*Full-service creative agency with a vast media and communication network is looking for a growth partner*

## PROJECT DUO

Teaser

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# FULL-SERVICE CREATIVE AGENCY IS LOOKING FOR A GROWTH PARTNER

## Investment considerations

- 1 Regionally renowned name:** reputation for delivering high-quality services for over two decades. Has a large network of freelancers and partner companies to be able to fulfil all the clients' marketing and communication needs, making the company the ideal creative partner.
- 2 Dynamic and expanding market:** positioned in a strongly growing market, both online and offline. Can quickly adapt to ever-changing clients' demands.
- 3 Highly skilled staff:** the majority of the employees have spent multiple years with the company. The average age is between 35 and 40 and the average tenure is 5.7 years. The company is able to attract skilled staff from the region's renowned applied universities.
- 4 Loyal client base:** clients have worked with the company for multiple years. Because of its full-range service offering, the business processes of these clients are largely intertwined with the company, creating a strong lock-in.
- 5 All-round service proposition:** flexible and client-oriented approach consisting of both online and offline solutions. Activities are either outsourced or performed in-house, enabling the company to function as a one-stop shop.



## Transaction rationale

The company is a full-service creative agency offering solutions to small and medium-sized enterprises. It differentiates itself from competitors through its client-oriented and flexible methods. To sustain the current growth levels and to adapt to the rapidly evolving media and communication business, the owner is looking for a partner who can take the company to the next stage. Both a pre-exit and a 100% sale are negotiable. In any case, the owner is willing to keep involved during the transition period and maintain contact with the company's largest clients.



## Growth opportunities

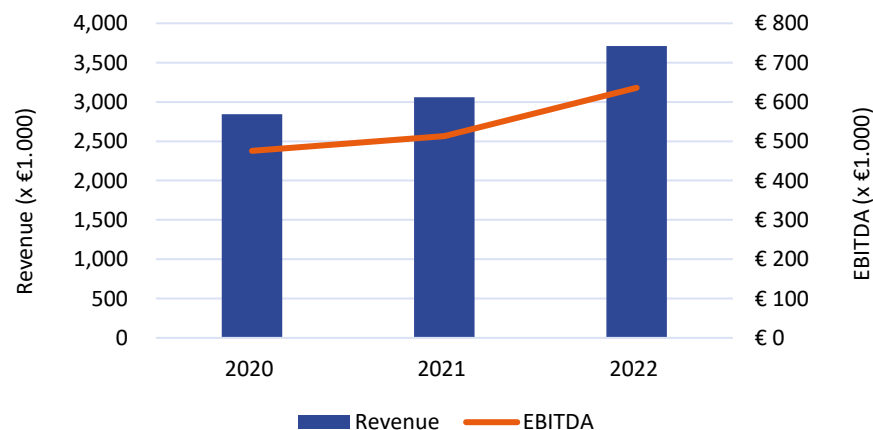
1. Increasing the online marketing activities performed in-house by attracting new personnel.
2. Actively approach potential clients and optimise online traceability. Most clients currently approach the company themselves through references or one of the employees' or the owners' networks.
3. Because of its wide network of clients and strategic partners, incorporating temporary staffing of marketing employees and intermediation between freelancers and SMEs in the service offering could further accelerate growth.



## Organisation and location

- Headquartered in the northern half of the Netherlands.
- 15 to 25 employees, on average 5.7 years of service.
- The current headquarters are large enough to accommodate at least 5 to 10 extra employees.
- 60% of the workforce is female, and 40% is male.
- Client base of approximately 100 renowned companies.

Revenue and EBITDA 2020 - 2023F



# Contact



26 years of experience



~175 professionals



Internationally active in all sectors



Averaging 150 transactions per year



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