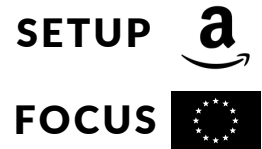


# E-COMMERCE BRAND IN DIY & TOOLS

## Short description:

Lean e-commerce brand developer focused on Amazon and the DIY & tools industry. Consistent 7-digit annual sales with healthy margins and a great asset & product setup.



## Product & market:

The customer's product portfolio consists of items from the DIY and handicraft sector. The market is in a stable growth and there are numerous strong channels with enormous sales potential besides Amazon.

## Reason for sale:

The founder and operator has built several projects on Amazon and now wants to focus on one of them with his existing team. The other projects, he now wants to hand over into the hands of capable successors that continue managing the asset on a high level.

## Figures & data:

			PRELIMINARY	PRELIMINARY FORECAST
Revenue (net):	2021: 1.054 K €	2022: 1.352 K €	2023: 1.946 K €	2024: 2.335 K €
Adjusted EBITDA:	2021: 185 K €	2022: 259 K €	2023: 439 K €	2024: 473 K €
Adj. EBITDA margin:	2021: 18 %	2022: 19 %	2023: 23 %	2024: 20 %
YOY growth:		2022: 28 %	2023: 44 %	2024: 20 %

## Potentials:



## Sales shares:



### legend - sales per region:

- DACH: 75%
- EU w/o. DACH: 25%
- ROW: 0%



### legend - sales per channel:

- AMAZON: >98%
- SHOP: <1%
- B2B: <1%

## Offer requests:

We are looking for a market-standard based multiple evaluation (scalability, lean setup, streamlined portfolio, etc.) on the adjusted EBITDA basis in the upper corridor (>3x). We look forward to receiving an offer from the interested party. A 100% share deal is being sought.