

E-COMMERCE BRAND

in OFFICE SUPPLY



BRANDCIRCLE

Lean e-commerce brand developer focused on Amazon and the office supply and furniture industry. Rapidly growing 7-digit annual sales with healthy margins and a great asset setup.

CHANNEL 

MARKET 

GROWTH >400%

HIGHLIGHTS & TERMS

PRODUCT & MARKET

- Product portfolio in the office supply and furniture sector
- Stable market growth, expansion to strong channels beyond Amazon
- Significant sales potential in markets beside Amazon.de (EU, UK and US)

REASON FOR SALE

- Business began as first solo project, success was quick.
- Founder left a high-paying career for this venture and plans to return into it
- Envisions growth through expanding distribution channels for better returns.

OFFER REQUESTS

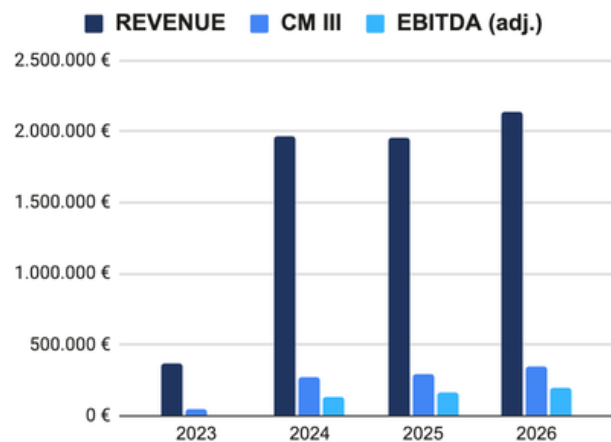
- Seeking market-standard multiple evaluation on adjusted EBITDA (>1,5x)
- Preferably upfront heavy transaction with focus on a quick transaction
- 100% asset deal sought with option on doing a share deal as well

POTENTIALS

- Potential to implement 4 new parent SKUs that are in development
- Opportunities to optimize Amazon in UK/EU/CH and expand to the US
- Expansion into other sales channels such as D2C, OTTO, BOL and more

FINANCIALS & SALES

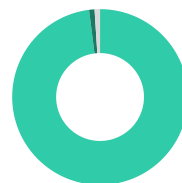
ANNUAL KPIs



GROWTH ANALYSIS

	2023	2024	2025	2026
REVENUE	€0,4M	€2,0M	€2,0M	€2,1M
Growth	-	+431%	-0%	+9%
CM III	€0,0M	€0,3M	€0,3M	€0,3M
Growth	-	+517%	+9%	+16%
EBITDA (adj.)	€0,0M	€0,1M	€0,2M	€0,2M
Growth	-	+3073%	+19%	+24%

SALES FOCUS



CHANNEL

>98% Amazon
<1% Shop
<1% OTTO



MARKET

100% DE + AT
0% EU + CH w/o. DE + AT
0% UK
0% USA

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