

E-COMMERCE BRAND

in BED ACCESSORIES



BRANDCIRCLE

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

CHANNEL

MARKET

GROWTH >400%

HIGHLIGHTS & TERMS

PRODUCT & MARKET

- Product portfolio in the household bedding ware sector with great potential
- Stable market growth with strong channels beyond Amazon.de
- European supply chain setup enables unique growth by negative cash cycle

REASON FOR SALE

- Wants to focus on his main strength of building a business up to mid 7-figure without a big team
- Founder has built in parallel two other businesses and wants to regain focus on his projects with other partners

OFFER REQUESTS

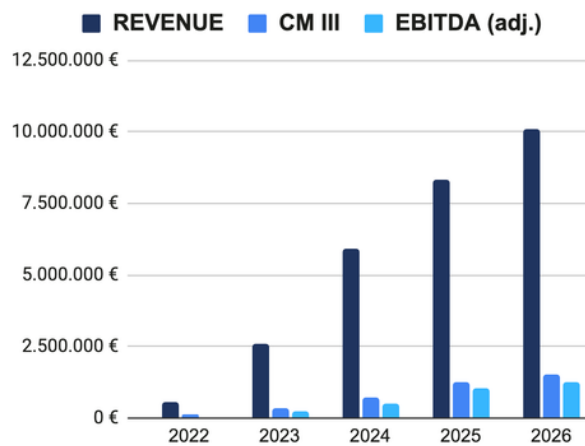
- Seeking market-standard multiple evaluation on adjusted EBITDA
- Focus on upper range (>3x) due to scalability, lean setup, streamlined portfolio & great expansion potential
- 100% share deal of GmbH sought

POTENTIALS

- Potential to develop and implement >10 new parents SKUs within 6 months
- Opportunities to optimize already running Webshop & Kaufland channels
- Expansion into the European, UK and US market Amazon marketplaces

FINANCIALS & SALES

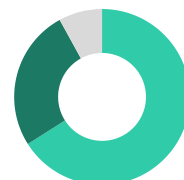
ANNUAL KPIs



GROWTH ANALYSIS

	2022	2023	2024	2025	2026
REVENUE	€0,5M	€2,6M	€5,9M	€8,4M	€10,1M
Growth	-	+381%	+128%	+41%	+21%
CM III	€0,1M	€0,3M	€0,7M	€1,3M	€1,5M
Growth	-	+227%	+115%	+78%	+21%
EBITDA (adj.)	€0,0M	€0,2M	€0,5M	€1,0M	€1,3M
Growth	-	+534%	+135%	+101%	+25%

SALES FOCUS



CHANNEL

>65% Amazon
>25% OTTO
<10% Shop & Kaufland



MARKET

100% DE + AT