

Deal Teaser



Submitted by

Richard Hemingway
Mandanex Capital Pty Ltd

richard.h@mandanex.com
AUS: +61 448 231 111

Firm

Mandanex Capital Pty Ltd

Email

richard.h@mandanex.com

Jurisdiction

Australia

Title

MARKET LEADING PROMOTIONAL PRODUCTS BUSINESS | NSW AUSTRALIA

Deadline

Registrations of Interest

Distressed Companies

No

Sector

RETAIL | ONLINE | PROMOTIONAL MERCHANDISE

Active Regions

AUSTRALIA

Do you have a direct mandate from the buyer or seller?

of Employees

Yes

11-50

Reason For Selling

Succession

Main Products

Company's main products are:

- Promotional merchandise | Extensive corporate range, industry specific;

Business Description & Market Information

Our client operates a promotional products business with a history of consistent growth in revenue while maintaining high EBITDA margins. Current annual revenue levels circa \$15m. Long established, this family run business has grown organically into a top market position over the years.

The business supplies and manufactures a large range of promotional products to a diverse customer base nationally. With over 100,000 orders completed, its operational model has been optimised to provide unique service to its customers.

A mix of local and overseas partners allow the business to compete both in price and delivery times adapting to customer priorities. The business has established supply chain efficiencies through smart use of technology to make consistently high EBITDA margins over many years.

Personalised customer service and assistance in the creative process makes the company stand out from its competitors and have high customer retention rates. Over the years a state-of-the-art SEO has been developed and online marketing strategies that produce a dynamic and diversified source of new customers.

The extensive product range and very wide customer base make it easily adaptable to market changes. The business pivoted and performed strongly through the disrupted pandemic market.

The business has presence in the main east coast capitals. Current structure of operations allows flexibility to relocate or expand into other locations if needed. Effective CRM system in place facilitating increase in sales and conversion. The business has established multiple growth paths, and the sales team is being expanded to capture of a larger portion of the market.

Transaction types considered

Type	Yes	No
Negotiable		No

Expressions of Interest are sought for the business, which is offered for sale as a going concern.

Next Steps: Contact us for a confidential discussion about the business. Access to the information deck and data room may be available to suitable investors once a non-disclosure agreement is in place.

Ref MXMM1005

Contact Richard Hemingway to complete a confidentiality undertaking.

Richard
+61 448 23 1111
richard.h@mandanex.com

THIS DOCUMENT DOES NOT CONSTITUTE AN OFFER TO SELL OR THE SOLICITATION OF AN OFFER TO BUY ANY SECURITY. ALTHOUGH SUBMITTER BELIEVES THE INFORMATION HEREIN TO BE CORRECT, NEITHER IT, IR GLOBAL, NOR ANY OTHER IR GLOBAL MEMBER HAS INDEPENDENTLY VERIFIED SUCH INFORMATION OR MAKES ANY REPRESENTATION OR WARRANTY CONCERNING THE ACCURACY OF THE INFORMATION SET FORTH HEREIN.



The Piggery
Woodhouse Farm
B92 0DJ
United Kingdom

+44 1675 443396
Info@irglobal.com