



ACT
CAPITAL
ADVISORS

Tech-Enabled Sales & Distribution Company

ACT Client #211402

Available for Acquisition

Company Overview

ACT Capital Advisors is pleased to offer a Tech-Enabled Sales & Distribution Company for acquisition. The Company is a Master Agent/Distributor for leading Telecom, Internet, and Cable providers – selling their products/services online via its web-based platform, and offline via affiliate retailers. The Company, founded in 2007, is headquartered in California with offices in Colombia, India, and Pakistan. The Company provides an integrated channel management platform that enables global brands to digitally connect with their retail partners and target customers to execute cost-effective demand generation and conversion programs. Today, the Company is positioned (infrastructure, technology, and management) to further accelerate its growth through expansion of the brands offered and sectors covered to further leverage positive market dynamics.

Investment Highlights

Online & Offline Tech-Based Distribution: The Company focuses on generating sales leads and facilitating successful closings by developing and deploying proprietary marketing tools and applications. The Company's innovative software offerings increase sales success and enhance brand loyalty by making the sales process easy and accessible for salespeople and customers.

Channel Management Platform: The Company offers a proprietary online platform that seamlessly connects product/service providers and resellers to customers. This creates an all-in-one sales and purchasing experience that shortens the sales cycle, streamlines payments to intermediaries, and incentivizes customer retention via rewards programs.

Sophisticated Lead Generation Engine: The Company utilizes integrated online and offline sales and marketing tactics to segment and target the right consumers with the right product/service offerings, based on proprietary data.

Proven Results: The Company has delivered hundreds of thousands of customers and sold services resulting in billions of dollars of revenue for some of America's largest brands.

Blue-Chip Master Agent Relationships: The Company has secured four Master Distribution / Master Agent relationships with leading Internet, Telecom, and Cable product/service providers including Spectrum Communications and AT&T.

Scalable Processes Applicable to New Product Markets: Though the Company has historically limited its focus to the Internet, Telecom, and Cable market, its processes and technology platform can be leveraged by any product/service retailer to engage with customers and generate sales.

Robust Affiliate Pipeline: The Company is actively exploring new upstream (provider) and downstream (retailer) affiliate partners in new markets including B2B sales (historically only B2C), 5G, and IoT.

Offshore Call Centers: The Company leverages offshore call centers in Colombia and Pakistan to effectively and economically deliver around-the-clock sales, service, and support. The Company has implemented proven training processes through its Learning Management System – a proprietary 160-hour training course – to ensure consistency and quality across interactions.

Strong, Sustainable Margin Enhancement: The Company has taken measured steps to dramatically grow profitability. Between 2018 and 2020, Gross Profit Margin grew from 28.0% to 48.0% and Adj. EBITDA grew from 15.9% to 29.7%. Through April 2021, the Company's GPM is 54.5% and Adj. EBITDA margin is 42.3%.

High-Growth Platform: The Company has made significant investments in software and channel development that have positioned it for explosive growth, including upgrading its Channel Management Platform and undertaking new Affiliate and B2B sales programs. These initiatives will significantly enhance sales levels and profit margin.

Integrated Lead Generation and Sales Conversion Platform

Online Reviews Generation Platform

Generate online "buzz" to get people into stores.

Consumer Incentive & Reward Management Platform

Deliver the right services via the right channels to the right people.

Virtual In-Store Sales Experience Platform

Create virtual store tours and facilitate live video interactions.

Salesperson Commission Platform

Properly incentivize salespeople and pay them on time.

Service Provider Partners



Financial Information (Historical & Pro-Forma)

FYE 12/31	2018	2019	2020	2021 (4/30)	2021E	2022E
Revenue	\$10.5MM	\$12.4MM	\$10.5MM	\$5.7MM	\$16.3MM	\$22.0MM
Gross Profit Margin	\$2.9MM 28.0%	\$5.0MM 40.6%	\$5.0MM 48.1%	\$3.1MM 54.5%	\$8.6MM 52.8%	\$11.6MM 52.8%
Adj. EBITDA Margin	\$1.7MM 13.4%	\$2.3MM 17.9%	\$3.1MM 29.7%	\$2.4MM 42.3%	\$5.9MM 36.5%	\$8.1MM 36.9%

Contact Information & Next Steps

Interested parties should execute the attached Non-Disclosure Agreement ("NDA") and return to ACT Capital Advisors with a written request to receive the Confidential Information Memorandum ("CIM").

NDA's and CIM requests should be submitted to Michael Seeley, ACT Senior Associate.

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