

ACQUISITION OPPORTUNITY

PROJECT FLAME (“the Company”)



Kroll has been retained to seek a purchaser for the Company's business and assets. All communications, enquiries and requests for information should be addressed to the following professionals:

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To find out more about Kroll and other businesses available for sale visit www.kroll.com/en-gb/services/restructuring-advisory

Business Description

The Company is a multi award winning 100% natural wellness brand combining a comprehensive range of products covering home fragrance, gifting, bath / body and skincare. Founded in 2009, the brand is completely British with all products being hand made in its own manufacturing facility on the outskirts of London. The brand is well represented on an international level in many countries supplying household blue chip key accounts / department stores as well as high end salons, spas and luxury hotels and selling direct to consumers via its website. The Company benefits from repeat business from a loyal customer base and its products are elegantly packaged.

Key Investment Highlights

Brand and Intellectual Property

The Company's brand is fast becoming market leader within the masstige home fragrance / gifting sector offering incredibly accessible products that are clean, sustainable and wellness orientated. Using only the finest 100% Pure Essential Oils.

Product Mix / Stock

The Company's products are handmade in the UK under strict quality controls and are manufactured in a sustainable manner, including being petrochemical and sulphate free, vegan, gluten and dairy free and not tested on animals.

The Company's products have an excellent and long-lasting scent at a price range lower than its major competitors and are made out of the finest ingredients with the highest concentration of essential oils.

The Company has a diverse portfolio including home fragrance, bath and body, skincare and AYR gifting and operates a 2-3 day delivery service. All products adhere to the highest manufacturing standards.

Customer List

The Company trades with a large number of blue chip / high street retailers, grocery, high end spas / salons and hotel operators, travel, retail, garden centres, indie gift shops, pharmacies and off price / clearance. The Company's products are stocked in over 2,000 stores in the UK and has operations in the US.

Creating Barriers to Entry

The Company is extremely agile and capable of solving retailer problems by facilitating new formats / products quickly. This creates barriers to entry to other brands / competitors.

Leasehold Property

The Company has recently taken out a new lease at a brand new manufacturing facility near its current location. The new facility is apx 10,000 square feet and has already been refurbished to the Company's requirements, with relocation to be commenced imminently.

Acquisition Opportunity

The opportunity is to acquire the business and assets of the Company, including:

- The brand and intellectual property
- Trading name and web domains
- Stock
- Customer list
- Leasehold Property
- Plant and Machinery

Financial Highlights

PROFIT & LOSS ACCOUNT	Management Accounts Year to 31 Dec 21	Management Accounts Period to 30 Jun 22
Sales	4,069,661	2,089,388
Cost of Sales	(3,357,219)	(1,792,673)
Gross Profit	712,442	296,715
Gross Profit Margin	17.5%	14.2%
Operating Expenses	(724,950)	(356,935)
EBITDA	(12,508)	(60,220)
BALANCE SHEET		Management Accounts At 30 Jun 22
FIXED ASSETS		247,908
CURRENT ASSETS		
Stock		964,868
Debtors		1,341,859
Other Assets		679,602
TOTAL ASSETS		3,234,237
TOTAL CREDITORS		4,050,975

Expressions of Interest

All interested parties will be required to sign a non-disclosure agreement and initial offers should be sent to Kroll by close of business on 1 August 2022.

Private & Confidential



Disclaimer: The purpose of this document is to assist the recipient in deciding whether to investigate the possibility of acquiring or funding the Company / Group or business and assets of the Company / Group. It is not intended to form the basis of the acquisition decision. The recipient must make their own independent assessment of the business, rely on their own investigations and should obtain independent professional advice. The information in this document has not been verified by Kroll Advisory Ltd, who do not give, nor have any authority to give any representation or warranty (express or implied) as to its accuracy or completeness. If you no longer wish to receive information from Kroll Advisory Ltd in relation to businesses for sale or any other marketing information, and would like to amend your contact details or know of any other person or entity who would like to receive this information, please email dp.marketing@duffandphelps.com.