

# KROLL ACQUISITION OPPORTUNITY

## PROJECT GRAYSTONE ("the Company")

Kroll has been retained to seek an investor and / or a purchaser for the business and assets of the Company. All communications, enquiries and requests for information should be addressed to the following professionals:

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### BUSINESS DESCRIPTION

An exciting opportunity exists to acquire one of the UK's leading multi-channel home shopping retailers with over 20 years of trading history.

Access to over 25 million homes UK wide broadcasting live up to 20 hours a day, 7 days a week and available on all major broadcast platforms. The Company also has its own fully integrated website and a strong social media presence.

The Company is headquartered in the United Kingdom and operates under a sub-lease in leasehold premises, which includes two purpose-built filming studios, office space and warehousing. The Company currently employs c.260 staff.

### KEY INVESTMENT HIGHLIGHTS

#### Extensive TV & Online Presence

- The Company's live broadcasts enjoy wide reaching coverage through major online streaming platforms and its own TV channels available on all major broadcasting platforms.
- 120,000+ daily TV viewers generating an average of c.500,000 customers and c.1.4m orders per year.
- High website traffic with average unique visitors totalling over 19,000 per day resulting in c.2,500 average daily sales.

#### Trading Capabilities

- Integrated broadcast and creative production services which enables the Company to promote products and support brands as well as producing its own live shows and social media content.
- High-quality IT capabilities allows the Company to deal with the extensive broadcast coverage and closely monitor stock levels, storage and distribution to achieve cost synergies, with further productivity gains expected in 2023.
- The Company operates from a 123,913 sqft leasehold premises under a sub-lease in leasehold premises, which includes two purpose-built filming studios, office space and warehousing enabling the Company to handle all processes from filming to distribution of product. The Company also utilises an additional warehousing facility, which is in close proximity to the trading premises with flexible pallet space.
- Longstanding trading relationships and contracts with well-known suppliers, broadcasters and payment service providers. The Company also holds all broadcasting and consumer licenses required to trade.

#### Growth Opportunities

- In 2022, the UK had the second largest market share in Europe at 25% for TV shopping channels and is growing at c.2-4% per year.
- The introduction of live online streaming allows instant feedback and makes online shopping more accessible to a wider demographic which the Company is well placed to exploit.
- E-commerce is undergoing its second revolution with video shopping and live online streaming making traditional TV shopping more accessible for a wider demographic. The Company has developed specific know-how to capitalise on these emerging opportunities.
- Growth opportunities through the implementation of Management's business plan making the Company an attractive proposition for a standalone acquisition or as an add-on to a strategic buyer operating within the industry.

#### Experienced Management Team

- Strong existing management team which has developed a wealth of experience within the industry.

### BUSINESS HIGHLIGHTS

**c.£70m**

FY24 Forecast  
Revenue

**c.1.4m**

Customer Orders  
per Year

**>20**

Years of Trading  
History

#### Broadcasting Platforms



### EXPRESSIONS OF INTEREST

All interested parties must send their expressions of interest to Kroll by 5pm on Friday 30 June 2023. Offers will be expected shortly thereafter and must be supported by proof of funding.