

Target requirement sheet

Type of deal

Asset deal (share deal only on an exceptional basis)

Type of company (target)

Online-, E-Commerce- or Amazon brands with proven track record on online marketplaces

Revenue share of own products / private label products needs to be higher than 85%

All categories except Fashion, Jewelry and Perishable Goods

Target company location

North America, Europe, Asia

Target markets

Europe, North America, Japan

Target financials

Revenues (latest financial year):

min. USD 1,000,000/year, preferably USD 4,000,000/year or more

EBITDA margin: min. 10%

Track record or strong growth path of sales performance required

Business figures

Focus: B2C (70% of total turnover or higher)

Sales channels: Amazon 60% of turnover or higher, remainder in other global/regional online marketplaces or own web-shops

Products

Number of SKUs: max. 500

High revenue concentration of top selling products required

Average selling price: min. USD 12.00