

# KROLL

## ACQUISITION OPPORTUNITY

### PROJECT MASK (“the Company”)

Kroll has been retained to seek an investor and/or a purchaser for the business and/or 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 opportunity exists to acquire a UK branded beauty, cosmetics and personal care products manufacturer and retailer.
- The Company offers wholesale distribution of its products to well established partners as well as direct-to-consumer sales through its retail stores in the UK and Europe and its own fully integrated website.
- The Company has developed a strong social media presence in its social media platforms as well as long-standing relationships with social media influencers.
- The Company has in-house expertise with over 100 employees and is an industry accredited business with a wide portfolio of high-quality verified and affordable products.

## KEY INVESTMENT HIGHLIGHTS

### Comprehensive Service Offering

- The Company has an extensive product range encompassing eyeshadows, foundations, lipstick, brushes and skincare items.
- With a strong online presence and high-street retail stores in the UK and Europe, the brand caters to a wide and diverse customer base.
- Known as an industry leader for cosmetic products in the European market with long standing supplier relationships.
- The Company sells branded products under licence for its parent company, prospective buyers will need to reach a commercial agreement for ongoing use of the intellectual property.

### Long-Standing Relationships

- Well established brand with strong, long-standing relationships with its suppliers and affiliates who help to promote and sell the products.
- The Company has a loyal and diverse customer base as demonstrated by its online and social media following.

### Growth Opportunities

- Ability to drive sales and continue to grow its online presence and service offering through its already well-established website and social media presence.
- As well as the online growth opportunities, there is also the opportunity to expand the Company's wholesale and physical retail presence throughout the UK, Europe and the Rest of the World.

### Experienced Management Team

- Strong management team with a wealth of experience and expertise supported by a highly knowledgeable workforce.

## EXPRESSIONS OF INTEREST

All interested parties must send their expressions of interest to Kroll by 12pm on 19th July 2024. All offers must be supported by proof of funding.

## FINANCIAL HIGHLIGHTS

Balance Sheet	FY23	FY24
	MA Actual 30 November 2023 £'000	MA Actual 31 May 2024 £'000
<b>Fixed assets</b>		
Intangible Assets	55	55
Tangible Assets	14,715	13,596
	<b>14,770</b>	<b>13,651</b>
<b>Current assets</b>		
Inventory	4,115	1,570
Debtors	3,335	2,261
Cash at Bank and in Hand	1,499	534
Other	10,615	10,746
	<b>19,563</b>	<b>15,110</b>
<b>Current liabilities</b>	<b>(26,423)</b>	<b>(27,013)</b>
<b>Net current assets / liabilities</b>	<b>(6,859)</b>	<b>(11,902)</b>
<b>Total assets less current liabilities</b>	<b>7,911</b>	<b>1,748</b>
<b>Non-current liabilities</b>	<b>(14,529)</b>	<b>(13,392)</b>
<b>Net assets</b>	<b>(6,618)</b>	<b>(11,643)</b>
<b>P&amp;L</b>	<b>FY23</b>	<b>FY24</b>
	<b>MA Actual</b>	<b>MA Actual</b>
	<b>Jan 2023 to Nov 2023</b>	<b>Dec 2023 to May 2024</b>
	<b>£'000</b>	<b>£'000</b>
<b>Turnover</b>	<b>22,442</b>	<b>11,688</b>
Cost of Sales	(14,065)	(8,061)
<b>Gross Profit</b>	<b>8,377</b>	<b>3,627</b>
Overheads and Administrative Expenses	(16,654)	(8,813)
<b>Operating Profit / (Loss)</b>	<b>(8,277)</b>	<b>(5,186)</b>
Profit / (Loss) on Disposal of Assets	644	161
<b>Profit / (Loss) Bere Tax</b>	<b>(7,633)</b>	<b>(5,025)</b>

## BUSINESS HIGHLIGHTS

**Strong brand  
awareness and  
global footprint**

**Industry leader  
with long standing  
relationships**