

Business Sale Overview Memo

Clever – Company Limited (In Administration)

Business Opportunity

An excellent opportunity exists to purchase the business and assets of a well-established supplier of innovative outdoor recreation products.

Trading from two leasehold sites, the business designs, develops, and sells an extensive range of high quality and innovative outdoor recreation products, directly to consumer and retail. A well-known brand recognised as one of the leaders in the sector. The brand is protected through registered trademarks.

Products include above ground pools, inflatable hot tubs and hot tub accessories, chemicals and maintenance. The business has a wide range of retail customers, including Homebase, B&Q, and The Range.

All expressions of interest must be registered by no later than Friday 4 November 2022.

Key Investment Features

The company has seen year on year growth in Hot Tubs between FY18 and FY22, with 75k units sold in FY22.

The company has placed emphasis on growth via increasing business on websites and other platforms, leading to an increase in website traffic and social media reach.

International sales were identified as a key area for growth, while trading the business worked with a Service Centre in Strasbourg operated by a Distributor for France and Germany.

The operation has been mothballed while the sale process is undertaken.

High Level Financial Information

	FY20	FY21	FY22	FY23 YTD
Turnover (£m)	8.2	15.4	20.1	1.5
EBITDA (£m)	0.68	1.5	1.0	(0.3)
EBITDA %	8.2%	9.7%	5.0%	(2.0%)
Net Assets / liabilities (£'000)	(182)	381	934	195
Units Sold (£'000)	18.5	30.3	62.3	2.2



Further Information

Requests for further information should be addressed to Dominic Castle of SIA Group. Contact details have been provided below.

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