


Business Sale Overview Memo

Project Roe (“Company”)

Business Opportunity	<p>A unique opportunity exists to purchase the business and assets of luxury caviar brand, renowned for combining age-old tradition with cutting-edge technology to source high-quality, sustainable caviar.</p> <p>The Company’s products are sold in esteemed retailers, and luxury restaurants across the globe. Additionally, the Company operates a direct-to-consumer model through its eCommerce website.</p> <p>Interested parties are requested to specifically deal and formally register their interest with Andrew Smith at SIA Group, who are acting as Agents on behalf of the proposed Administrators.</p> <p>It is expected that a sale will be executed at the earliest opportunity, with expressions of interest to be received by no later than 15 June 2023, Noon (BST).</p>	
Key Investment Features	<ul style="list-style-type: none"> • Luxury brand benefiting from celebrity association, protected by registered trade marks internationally • Databases containing niche customer base, and a database of critical suppliers • Revenue generating eCommerce website and domain name • Brand collateral and social media portfolio 	
High Level Financial Information	<p><i>Financial statements available on request after executing an NDA.</i></p>	
Further Information	<p>Requests for further information should be addressed to Andrew Smith of SIA Group. Contact details have been provided below.</p> <p>Interested parties are invited to register their level of interest. Access to additional information will be provided on receipt of signed NDA. All offers to be supported by proof of funding</p>	

For further information please contact:

Andrew Smith – SIA Group
 T. 07425 755 485
 E. andrew.smith@sia-group.co.uk

