

# Business Sale Overview Memo

## Lead Generation Data Sales Business

### Business Opportunity

An excellent opportunity exists to purchase the business and assets of a well-established fully compliant lead generation data sales business.

The company specialises in sales of opted in data in the Insurance, Legal, Home Improvements/retail and Financial Product sectors.

The business has traded successfully since 2018 and requires investment to integrate with new AI services available.

Interested parties are requested to specifically deal and formally register their interest with Kevin Counihan at SIA Group, who are acting as Agents on behalf of the proposed Liquidators.

A sale will be executed at the earliest opportunity. All expressions of interest must be registered by no later than 30 May 2024.

### Business Overview

#### Data Sets

| Category   | Volume | CPA       | Total Revenue |
|------------|--------|-----------|---------------|
| Over 50s   | 51,857 | £ 777,855 | £ 1,451,996   |
| Homeowners | 10,343 | £ 124,116 | £ 181,003     |
| Utilities  | 2,935  | £ 20,545  | £ 29,350      |
| Retail     | 14,136 | £ 70,680  | £ 282,720     |

### High Level Financial Information

|            | Y/E 31<br>DEC<br>2023 | Y/E 31<br>DEC<br>2022 | Y/E 31<br>DEC<br>2021 |
|------------|-----------------------|-----------------------|-----------------------|
| Turnover   | £405k                 | £757k                 | £1.3m                 |
| Net Profit | (£92k)                | £61k                  | £77k                  |

\*Accounts available on request



### Assets for Sale

- The data sets
- Customer List
- Goodwill / Trading Name
- Domain name, Website, Digital/Social Media Assets

### Further Information

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

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.

### For further information please contact:

Kevin Counihan – SIA Group  
T. 020 7498 4904  
E. [kevin.counihan@sia-group.co.uk](mailto:kevin.counihan@sia-group.co.uk)

