

**Profile number**

105189

**Platform for digital advertising (local targeting) seeks co-investors****Located in**

Netherlands

**Personal data****Sector**

IT service

**Type of company**

Website

**Legal entity:**

Limited Company

**Type of transaction**

To be determined

**Life phase enterprise**

Growing

**Employees in FTE**

&lt; 5

**Type of buyer:**

- MBI candidate
- Strategic acquisition
- Investor

**Financial information****Turnover last financial year**

Confidential

**Asking price**

€ 100.000 - € 1.000.000

**Earnings before taxes**

Confidential

**Company history/background****Social media advertising**

The Dutch company in question has developed a digital platform for national and international brands and their retailers (physical locations). Currently, revenue is being generated in a relevant retail segment (global market). A large proportion of the total number of Dutch retailers in this segment is connected to the platform.

## Collaboration between brands and retailers

The developed platform simplifies collaboration between brands and retailers in social media advertising. The collaboration promotes:

- the revenue for brands and retailers
- the development of new business
- more targeted store visits for retailers

## Unique selling points

### Growth through commercial partners and retail networks

The company grows by adding commercial partners who 'bring' their retail networks to the platform. The more retail networks, the more relevant the platform becomes for international and national brands that sell their products through the respective retailers.

Working capital is being sought for this growth and for the further development of the platform.

## Other

### Participation in the share capital

The company is seeking co-investors willing to provide at least 200,000 euros.

Participation in the share capital, as well as other forms of financing, are open for discussion.