

## Profile number

110856

## Automated e-commerce platform in software licenses - 50% EBITDA margin

### Located in

Netherlands

### Personal data

#### Sector

Retail non-food

#### Type of company

Webshop

#### Legal entity:

Limited Company

#### Type of transaction

Shares

#### Life phase enterprise

Growing

#### Employees in FTE

< 5

#### Type of buyer:

Strategic acquisition

### Financial information

#### Turnover last financial year

€ 250.000 - € 500.000

#### Asking price

To be agreed

#### Earnings before taxes

€ 250.000 - € 500.000

### Company history/background

7+ year track record, fully outsourced operational model and growing sales in Germany/Austria

Founded in 2018. The company sells software licenses (such as operating systems and office suites) to consumers and businesses via a fully automated platform, with delivery within 2 minutes of payment.

The company has built a strong organic position: 50+ top positions in search results and more than 30,000 transactions since 2023. Additionally, there is a solid base of 240 business clients, including several nationally known organizations – grown entirely organically, without any active account management ever having been

deployed.

Since 2025, the company has also been active in Germany and Austria – a market 5 to 8 times larger than the Netherlands, with the same proven approach that has been working in the Netherlands for years.

Due to the full automation and outsourcing of customer service, marketing, and administration, the business can be run remotely and is transferable without operational dependencies. No inventory, no salaried staff, no debt.

## Unique selling points

The differentiating factor lies in the organically built SEO capital: 50+ top positions in Google after 7+ years, impossible for competitors to copy in the short term. That is what a platform with a 50% EBITDA margin and no salaried staff offers.

In addition, there is a solid base of 240 business clients without active account management – a direct growth opportunity – and a second market position in Germany/Austria, a market 5 to 8 times larger than the Netherlands.

## Other

Following the handover, a warm handover period of approximately 3 months is foreseen, focused on knowledge transfer. Long-term involvement is not necessary: all processes are documented and outsourced externally.

Interesting for buyers with experience in e-commerce, SEO/SEA, and online conversion optimization who want to actively take on B2B account management and the rollout in Germany/Austria.