

## Profile number

110790

## Online auction company with its own SaaS software

### Located in

Netherlands

## Personal data

### Sector

IT service

### Type of company

E-commerce

### Legal entity:

Limited Company

### Type of transaction

Assets / liabilities

### Life phase enterprise

Full-grown

### Employees in FTE

< 5

### Type of buyer:

- MBI candidate
- Strategic acquisition

## Financial information

### Turnover last financial year

Confidential

### Asking price

To be agreed

### Earnings before taxes

€ 0 - € 100.000

## Company history/background

This successful online auction company has been active since 2007 and has developed into a versatile platform with a strong reputation, a loyal customer base, and a scalable technological foundation. The company organizes and facilitates high-profile auctions for clients in the business sector, the (semi-)government, and social organizations.

A significant portion of the revenue is derived from art auctions. The platform has proven itself as a reliable channel for the sale of art, with an engaged audience of collectors and art lovers. This gives the company a

distinctive profile compared to generic auction platforms.

In addition to its B2B activities, the company operates its own consumer-oriented auction with approximately 7,500 newsletter subscribers, which also generates direct revenue.

The company offers clients a flexible package of services:

- Software platform with custom look & feel (whitelabel)
- Hosting & technical management
- Auction management (from setup to completion)
- Logistics handling
- Financial settlement

### Proprietary Software – Suitable for SaaS operation

One of this company's greatest assets is the entirely in-house developed and proprietary auction software:

- Developed in 2012, completely renovated in 2022
- Pentested by leading organizations – meets modern security requirements
- Copyright and source code fully owned by the company
- Modular design: easily expandable or adaptable per client
- Suitable for multi-tenant SaaS deployment: multiple customers can run on one platform simultaneously in their own look & feel.
- White-label options: clients receive the platform in their own branding (L&F)
- Hosting and management are already part of the service package;

### Unique selling points

#### Technology & Ownership

The combination of proprietary software with full ownership of the source code is quite rare in this sector. This gives a new owner maximum freedom and an immediately marketable SaaS product.

#### Proven niche position in art

Significant revenue from art auctions means that the platform has built a reputation in a specific, high-quality

market.

## Long service record

Active since 2007, so nearly 20 years of track record. In the online world, that is exceptional. It inspires confidence in clients in sectors such as government and NGOs, where continuity carries significant weight.

## Broad client mix

Business, government, broadcasters, NGOs, and consumers — that reduces dependence on a single sector and makes the company more robust.

The software has already been pentested, updated (2022), and proven in production. A new owner does not need to develop — only commercialize. This significantly lowers the barrier and the risk.

## Other

The company has a solid foundation, but the real growth opportunities still lie ahead:

- SaaS rollout: the platform can be offered to new customers as a licensing model, with recurring subscription revenue.
- Commercial strengthening: the current owner focuses primarily on operations; a more active sales approach can quickly increase revenue.
- International potential: the software architecture is translatable and scalable outside the Netherlands
- Expansion of sectors: new markets such as retail, real estate, and automotive have barely been tapped yet
- Synergy for strategic buyers: integration with existing e-commerce platforms or auction services