

OPPORTUNITY SUMMARY SHEET

A unique opportunity involving a seasoned marketing and advertising agency renowned for public health communications and long-standing business with state government contracts

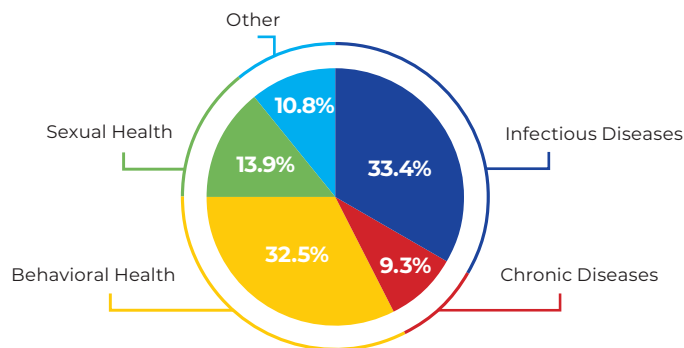
Business Overview

The Company is a mission-driven marketing and advertising agency whose partners include public sector agencies, non-profits, and socially-conscious companies. For over two decades, the Company has built a strong book of business with a solid mix of both new and long-term clients (public and private with a blended retention rate of 91%). Applying its proprietary process to Requests for Proposal (RFP's), the Company leverages its stellar case study examples, and wins the majority of the RFP's it bids on (win rate in excess of 70%).

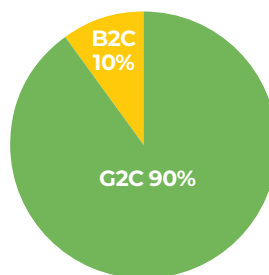
The Company presents a turn-key, dynamic growth opportunity for an agency interested in offering new service lines or interested in vertical integration or for an agency already engaged in both public and private sector work that is looking for an immediate source of growth.

This strategic opportunity enables the acquirer to benefit from the Company's growth trajectory and quickly cement its combined presence as a leading Northeast agency.

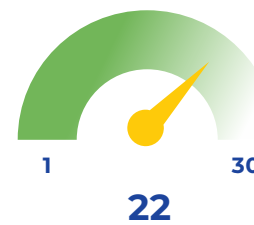
Category Expertise



Client Profile



Team Members



BUSINESS SNAPSHOT

Strong gross margins

2021: 18%
2022: 21%
2023: 29%

Solid book of existing business

Public sector contracts
Established non-profits
Mission-driven companies

Passion for excellence

Creative fueled by research
Digital marketing based on analytics
Video storytelling designed to elevate causes, not merely entertain

FINANCIAL SNAPSHOT

	2021	2022	2023*
Net Revenue**	\$2,815,658	\$3,957,646	\$4,225,169
% Net Revenue Growth	23%	41%	7%
Gross Profit	\$2,763,761	\$3,889,289	\$4,177,237
Gross Margin	18%	21%	29%
Adjusted EBITDA	\$263,092	\$1,032,482	\$921,415

* As of 3/2024, projected contract renewals plus current contracts equals 71% of 2023 gross revenue.
** Net Revenue per FTE = \$222,000.

For more information, please contact Mike Kapetanovic mike@growthlabs.us