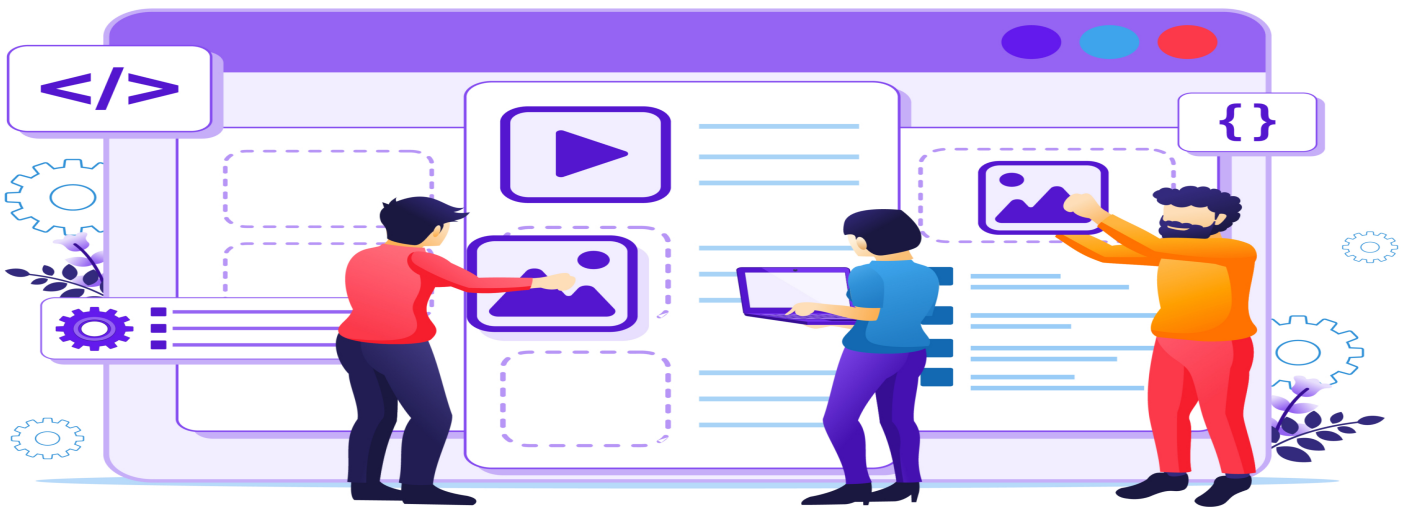


Historical Website Builder Composer



MERGERSCORP

Historical Website Builder Composer

This company provides a straightforward and efficient platform for creating professional websites. Their core mission is to democratize web design, making it accessible to anyone, regardless of their technical background. The service is built around a simplified, three-step process: select a design, input your content, and launch the site.

Strategic & Market Position

The company differentiates itself by addressing complexity in the website builder industry, shifting the approach from "build" to "choose". Instead of overwhelming users with drag-and-drop complexity like some competitors, the platform offers a curated, structure-first approach. Users select from professionally designed, conversion-optimized templates, which eliminates design paralysis and ensures professional outcomes. The platform features a "true no-code architecture" that controls the underlying code structure, automatically optimizing every website for mobile responsiveness, SEO, and cross-browser compatibility. This methodology leads to a faster time-to-market, allowing users to publish a professional website in under an hour, compared to an industry average of 2-4 weeks on traditional builders.

Customer Segments & Growth

The company primarily targets small-to-medium businesses (SMBs), individual professionals, and SOHO (Small Office Home Office) users, such as lawyers, accountants, and consultants. The platform is designed for people who need an effective online presence but lack the time, technical skills, or budget for complex solutions. The product offering has evolved to include features that help customers scale without needing to switch platforms. This includes advanced e-commerce, blogging, appointment scheduling, event ticketing, and business management tools like SMS notifications and customer communication systems. The company's goal is to become the "central nervous system" for small business operations, creating an integrated ecosystem where business owners can manage their entire digital presence. The growth strategy focuses on penetrating vertical markets with tailored features and implementing AI to automate complex tasks like content creation and marketing. It also aims for global market expansion by creating truly localized solutions for diverse markets.

Technology & Operations

The platform's backend is built on PHP, with JavaScript (primarily jQuery) on the frontend, using MySQL as the primary database.

The infrastructure is hosted on AWS, with monthly costs between \$40K and \$60K.

The platform was built with scalability in mind and does not currently face significant technical limitations.

The company has registered trademarks for its main brand and a digital card product in key global markets. It does not hold any patents, but its proprietary platform architecture and internal tools are considered key differentiators.

TARGET PRICE

\$29,000,000

GROSS REVENUE

\$9,311,000

EBITDA

\$3,674,000

BUSINESS TYPE

Internet Businesses

COUNTRY

United States

BUSINESS ID

L#20250999

The platform's current uptime is 99.9999%, with high availability and fault tolerance built into its infrastructure. It uses real-time data replication, automated failover, and multiple live backup systems to ensure reliability and minimize data loss

Financials

The primary revenue stream, accounting for over 90% of total revenue, comes from premium plan subscriptions that are prepaid.

The remaining revenue is mainly from domain name sales, with smaller contributions from its digital card product and email services.

Customers Concentration

35% United States

75% Rest of the World

POF REQUIRED TO OBTAIN MORE INFORMATION

The information contained herein does not constitute an offer to sell or a solicitation of an offer or a recommendation to purchase securities under the securities laws of any jurisdiction, including the United States Securities Act of 1933, as amended, or any US state securities laws, or a solicitation to enter into any other transaction

The projected financial information contained in the Memorandum is based on judgmental estimates and assumptions made by the management of the target Company, about circumstances and events that have not yet taken place. Accordingly, there can be no assurance that the projected results will be attained. In particular, but without prejudice to the generality of the foregoing, no representation or warranty whatsoever is given in relation to the reasonableness or achievability of the projections contained in the Memorandum or in relation to the bases and assumptions underlying such projections and you must satisfy yourself in relation to the reasonableness, achievability and accuracy thereof.

By delivering this Memorandum, neither MergersUS Inc., nor its authorized agents are making any recommendations regarding the acquisition or strategies outlined herein. Interested parties shall exercise independent judgment in, and have sole responsibility for, determining whether an acquisition of the Company is suitable for them, and neither MergersUS Inc, nor its authorized agents have responsibility to, and will not, monitor the condition of interested parties to determine that an acquisition is or remains suitable for them. Among other things, suitability of an acquisition will depend upon an interested party's investment and business plans and financial situation.

This document is prepared for information purposes only. It is made available on the express understanding that it will be used for the sole purpose of assisting the recipients to decide whether they wish to proceed with a further investigation of the Proposed Transaction.

The recipients realize and agree that this document is not intended to form the basis of any investment decision or any other appraisal or decision regarding the Proposed Transaction, and does not constitute the basis for the contract which may be concluded in relation to the Proposed Transaction.

All information contained in this document may subsequently be updated and adjusted. MergersUS Inc. has not independently verified any of the information contained herein or on which this document is based. Neither the Company, nor its management or shareholders, nor MergersUS Inc. , nor any of their respective directors, partners, officers, employees or affiliates make any representation or warranty (express or implied) or accept or will accept any responsibility or liability regarding or in relation to the accuracy or completeness of the information contained in this document or any other written or oral information made available to any interested party or its advisers. Any liability in respect of any such information or any inaccuracy in or omission from the document is expressly disclaimed.

MERGERSCORP

© 2026 MergersCorp M&A International. All rights reserved.

© 2026 MergersCorp M&A International. MergersCorp™ M&A International is the collective brand name of independent affiliates of MergersCorp M&A International. For more details on the nature of our affiliation, please visit us on our website <https://www.mergerscorp.com/disclaimer>. MergersCorp M&A International is not a registered broker-dealer under the U.S. securities laws. MergersCorp M&A International does not offer or sell securities or provide investment advice or underwriting services. The articles or publications contained in this presentation are not intended to provide specific business or investment advice. The author or MergersCorp M&A International shall not be liable for any errors or omissions, or for any loss suffered by any person or organization acting or refraining from acting as a result of the content of this website. It is recommended that specific independent advice be sought before making any business or investment decision.

MERGERSCORP

WWW.MERGERSCORP.COM