

Marketing & Sales SaaS platform for Consumer Goods and Services





Marketing & Sales SaaS platform for Consumer Goods and Services

The company delivers an innovative and efficient SaaS platform, designed for businesses of all sizes, with three core modules consumer marketing automation, distributor sell-out capture, and trade marketing incentive programs – enabling global expansion and high-recurring revenue, validated by their track record with world-class companies across four continents.

Value proposition

Defined based on the founders' own experiences as Marketing and IT directors at multinational companies, which resonates with customers.

Flexible & Scalable SaaS: Fully managed solution, eliminating the need for external implementers. Pay-per-use subscription model with tailored options for SMEs and large enterprises. A highly competitive price-performance ratio compared to its peers.

Omnichannel Loyalty Consumer Engagement: Integrated platform for digital marketing, loyalty programs, and gamification, enabling seamless 360° consumer tracking.

Sell out capture automation: Automated sell-out data capture and incentive programs execution, providing end-to-end visibility into sales performance and enabling smarter, faster commercial decisions.

Proven track record: 12+ years implementing across 4 continents. Customers leaders in Tobacco, Oil, Consumer Goods, Agroindustry, Automotive & Tire manufacturing

High Recurring Revenue & Profitability: Exponential business model > 90% 2024 Annual Recurring Revenue (ARR) 70% 2024 Gross Margin Strong Cash Flow

Expert-Led Execution: Team with +20 years of experience in marketing and technology. Multilingual real-time support. +40 employees.

Mature software and service model: Designed by experts in consumer goods, with 12 years of platform enrichment based on world-class customer best practices and a service model valued by customers.

Enterprise Grade Security & Compliance: Certified to ensure top-tier data protections standards
ISO 9001 , ISO 27001 , GDPR

Strong Market Growth Potential: Well-positioned in the high-growth MarTech industry: A USD 400+ billion market today, forecasted to more than double by 2033 – driven by AI automation, data ownership, and evolving digital expectations..
(source: BR insights and grand view)

GROSS REVENUE
\$0

EBITDA
\$0

BUSINESS TYPE
Software & SAAS

COUNTRY
Argentina

BUSINESS ID
L#20251038

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.

www.mergerscorp.com



WWW.MERGERSCORP.COM