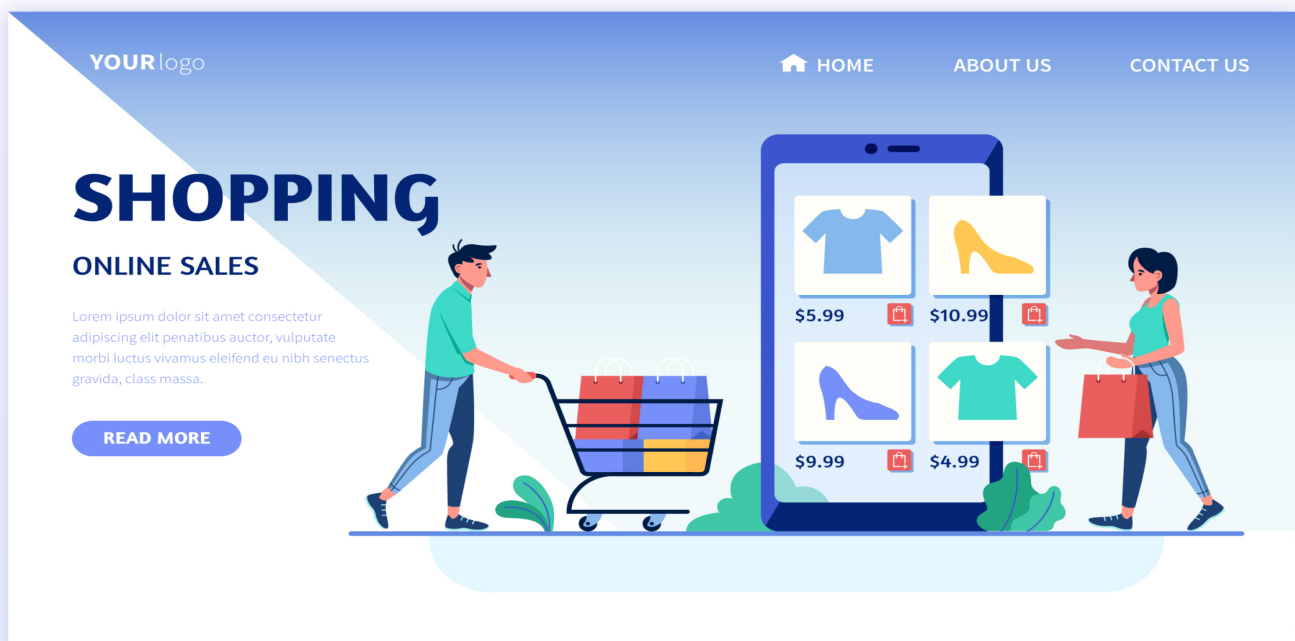



# 3-Year-Old E-Commerce Health & Nutritional Supplement Business



designed by  **freepik**



## 3-Year-Old E-Commerce Health & Nutritional Supplement Business

Available for acquisition is an ecommerce platform dedicated to providing support for individuals diagnosed with kidney disease. With 1 in 7 Americans and 1 in 10 people worldwide affected by kidney disease, there is a critical need for information and resources to manage and treat this condition. Unfortunately, many individuals are not aware that kidney disease is preventable and treatable. Even for people on dialysis there is an opportunity to improve kidney function and, in some cases, come off dialysis altogether.

The business has a key online program, launched in 2009, that offers a comprehensive guide to naturally support and potentially improve kidney function through a combination of diet, herbal medicine, nutritional medicine, meditation, exercise, and mindset practices. In addition, they produce high-quality, nutrient and herbal-specific supplements recommended within the program. Supplements were launched in 2021.

### Overview

- o Target audience: Kidney patients
- o Founding year: 2009
- o Clients served: 25,000+
- o Debt-free business
- o Profit: \$0.5MM (2019), \$2.0MM (2022); growth rate: 30%+ (compared to last year)
- o Focused geography: US & Worldwide – 90% of customers are from the US

NOTE – Financials shown are for the fiscal year 2023. TTM (Jul22 – Jun23) was \$2,772,283 AUD Revenue and \$1,033,620 AUD EBITDA.

### Keypoints

- Repeat revenue; multiple streams of revenue (supplements, online program, upsells, affiliate sales, third party sends, YouTube channel if optimized)
- Opportunity to add subscription revenue for supplements
- Minimal time commitment – business runs smoothly without much owner input and can be run from any location
- High quality unique products with high profit margin
- Highly engaged email list
- Trademarked names for one brand and two key products
- Dominance in the rapidly expanding kidney natural health market with very low competition
- Online presence and reputation for over a decade
- Promoted by doctors and renal dieticians
- Loyal customers – products that help people in desperate need and get amazing results for people's health that are not available elsewhere

### TARGET PRICE

AUD 7,000,000

### GROSS REVENUE

AUD 2,800,000

### EBITDA

AUD 1,400,000

### BUSINESS TYPE

Internet Businesses

### SUPPORT & TRAINING

The company owners are willing to offer a training and transition period. This is flexible depending on your needs. Support team is willing to stay on with a new owner if desired.

### REASON FOR SELLING

Owners are a husband and wife team that have divorced and are moving on to their own separate business ventures. Owners are Australia based but the business is not Australia specific and can be operated anywhere. The business is almost exclusively operated from the US and 90% of the customers are from the US.

### COUNTRY

Australia

### BUSINESS ID

L#20240783

*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](http://www.mergerscorp.com)



© 2024 MergersCorp M&A International. All rights reserved.

© 2024 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.



[WWW.MERGERSCORP.COM](http://WWW.MERGERSCORP.COM)