

10-Year-Old FCA BFSI IFPRU Firm





10-Year-Old FCA BFSI IFPRU Firm

The company has been primarily into BFSI lead generation business, fully authorised by FCA for credit lending related activities.

It has operating in the UK over a decade now and working with top UK lead sellers, IFAs, leading mortgage networks and bands related to later life lending products.

The company generates leads related to protection insurance, PMI, Income protection, mortgage, bridging loan etc

Previously it was regulated by OFT (Office of Fair Trading) and MoJ (Ministry of Justice) as well, before FCA took over.

Key assets

1. FCA full authorisation, license for credit lending activities. Fully compliant with ICO as well.

2. 400k+ users' who used our services to purchase one of the BFSI products and has high lifetime value (LTV min. average ~ £3k including recommendation, switch or upgrade, new product enquiry) if nurtured & serviced in-house, using our automated lead nurturing platform iLDS.

3. 10+ customer facing websites with 800+ customized landing pages, micro templates, advertising materials & digital assets.

4. High spend (£1.5 million+) Google & Bing active accounts with all performance history that goes back to 2011. Monthly credit billing up to £100k, can be extended based on future spend. These high spend old accounts provide competitive advantage on low cost new customer acquisition cost cause of it huge performance history, over new accounts.

5. Our in-house data management and analytics platform, iLDS (Integrated lead distribution system) manages all buyers' integration, demand-supply, marketing performance, sales pipeline, prospects & GDPR compliance, follow-up, departmental performance etc on a daily basis. Its user access control restricted and employees can check their departmental performance (financials – projection vs delivery) on real time basis to improve on performance on a daily basis.

6. Codebase and IP - Tech Stack: Angular, ASP.NET Core, django, AWS, DynamoDB, SQL, Flutter, Twilio

TARGET PRICE

GBP 1,000,000

GROSS REVENUE

450000

EBITDA

TBA

BUSINESS TYPE

Financial Services

REASON FOR SELLING

Retirement

COUNTRY

United Kingdom

BUSINESS ID

L#20220264

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



© 2022 MergersCorp M&A International. All rights reserved.

© 2022 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