

Branding, Graphic Design and Marketing Consulting Agency

Est. 2008 Revenue (\$CAD)
\$2,800,000

Est. 2008 EBITDA (\$CAD)
\$672,000

Location
Ontario, Canada

eMerge M&A, Inc. currently represents a leading brand development and design agency with a well-earned reputation as one of the best in the industry. For more than 25 years, the firm has worked with the most prominent and successful consumer goods companies to generate world class solutions for the creation, renewal and management of brand assets. To this day, the Company's continually evolving team of brand experts contributes a diverse array of expertise for a collective approach in defining strategic and innovative branding solutions.

Company Highlights

- ◆ The Company's mission is to maintain its leadership as a customer aligned and consumer focused strategy, branding and design company by creating and maintaining extraordinary brand power for clients
- ◆ Services center on brand diagnostics and brand mechanics for the design of beautifully crafted branding strategies that express and enhance the client's marketing strategy
- ◆ Expert at inventing and executing visual brand communication solutions that are unique and ownable
- ◆ A blue chip client base consists primarily of *multinational consumer packaged goods companies* operating in Canada
- ◆ Holds a master agreement for an annual minimum of \$500,000 with one of the world's leading marketers of branded foods and is the agency of record for a number of other top multinationals
- ◆ 17 active accounts and a 100% account retention rate greatly contribute to stability and present many promising opportunities for future growth
- ◆ Projects generally range in duration 30 to 90 days, with project size ranging from \$5,000 for an update of an existing product brand to over \$100,000 for redesigning multiple SKU's
- ◆ Boasts a truly inspired team of strategy, design and production practitioners who bring years of insightful, informed branding expertise to each and every client partnership
- ◆ The Company's in-place management team is very capable of running the business on an extended basis

Financial Summary

FYE November 30,	Actual			Projected		
	2005	2006	2007	2008	2009	2010
Sales (In CAN\$) Thousands)	2,485	2,776	2,653	2,800	3,024	3,266
Cost of Sales	1,133	1,170	1,174	1,204	1,300	1,404
Gross Profit	1,352	1,606	1,479	1,596	1,724	1,862
Total Expenses	865	947	895	924	972	1,027
EBITDA	487	658	584	672	752	834

Reason for Sale or Investment

In successful operation for more than a quarter of a century, the firm lays claim to an incredibly strong portfolio representing projects for an extensive list of household names. The Company is an excellent acquisition opportunity for the firm looking to gain access to leading consumer goods companies, the Canadian market and/or an industry leading in-house staff.

There are tremendous opportunities for future growth including the extension to new markets, such as the retail private label sector. The development of new geographic markets is made especially promising due to the Company's existing relationships with leading multinationals. Don't let this unique opportunity pass you by.