

ACQUISITION OPPORTUNITY

Advertising & Media Agency

SUPERIOR REPUTATION / STRONG CUSTOMER RELATIONSHIPS

LEVERAGING INDUSTRY EXPERTISE

NEW REGIONS

DEEP & LOYAL TALENT POOL

WHY SHOULD A STRATEGIC ACQUIRER **LOOK AT THIS OPPORTUNITY?**



2012 Gross Billings - \$6.3MM

Location – Mid Atlantic

2012 AGI - \$2.6MM

THE COMPANY REPRESENTS A UNIQUE OPPORTUNITY FOR OTHER MARKETING, MEDIA, PUBLIC RELATIONS, AND ADVERTISING FIRMS WHO WISH TO:

- ✓ Add new profitable relationships with the Company's longstanding, high profile and transferable clients
- ✓ Add an experienced team with a proven track record of creative success
- ✓ Expand into new industry verticals including public health & safety, tobacco use prevention, quick serve and fast casual dining, federal & state government, education, and more
- ✓ Expand into new geographic markets – the Company is leveraging its industry expertise and expanding its relationships in several new geographic markets
- ✓ Broaden services offering to include Federal & State government relations and public relations
- ✓ Become an instant regional market leader within this Company's core geographic market

**THIS IS A TREMENDOUS OPPORTUNITY TO ACQUIRE A WELL-ESTABLISHED COMPANY
IN AN INDUSTRY POISED FOR GROWTH!**

The Company is one of the oldest and largest firms in its marketplace, has an excellent reputation and longstanding relationships with blue chip clients and a proven track record in several industry vertical markets; namely, public health & safety, tobacco use prevention, quick serve & fast casual dining, federal & state government and more. The Company is leveraging its industry expertise and track record to expand into new geographic markets. Recent contract successes will add over \$500k of new gross margin to the business for 2013.

Company Highlights

Demonstrated Growth within Existing & Newly Identified Industry Vertical Markets

Recent Success in Expanding into Two New Geographic Markets

Numerous Profit Enhancement Opportunities for New Owners

Overhead Structure that can be Rationalized based upon New Owner's Strategy