# CONFIDENTIAL TEASER - PROJECT #11

## AI-Enabled European Marketplace Agency + Proprietary SaaS

| REVENUE | EBITDA | MANAGED GMV |
|---|---|---|
| **$3.1M \| €2.7M** | **$230K \| €202K** | **$111.3M \| €97.5M** |

## Business Overview

Project #11 is a European marketplace expansion business built on two engines: a full-service, multi-marketplace agency (Amazon-led) and a proprietary SaaS suite. The agency runs end-to-end AI-enabled operations for brands, manufacturers, resellers and webstores. The SaaS layer productises that operating know-how into software the company fully owns - marketplace integrations plus features built for sellers with extensive catalogues, such as auto-repricing, product matching and listing automation - and sells it to its agency clients and external sellers alike, giving an acquirer both a proven services engine and transferable technology.

## Business Metrics

- **Founded**: 2016
- **Team size now**: ~30 FTE (streamlined from ~45 in 2025 through AI-driven efficiency gains)
- **Clients**: ~90 agency + ~300 SaaS
- **Geographic reach**: 75+ countries
- **Revenue model**: agency retainer + GMV success fee; SaaS subscriptions
- **Headquarters**: Prague with European footprint
- **Primary customers**: brands, manufacturers, resellers, and ecommerce retailers seeking marketplace expansion

## Core Services

- Full-service management for resellers, distributors and brands
- Cross-border expansion and new-market entry across major European marketplaces
- Amazon & marketplace onboarding and account setup
- Product listing optimization and localization
- Marketplace consulting, audits, PPC, and promotions
- Pricing, inventory and order automation
- FBA / FBM support and reimbursements
- Customer support, returns and account health
- Brand registry, trademark, and compliance support

## Investment Highlights

- **Dual engine, tech-enabled** - a full-service marketplace agency and a proprietary, productised SaaS suite sold to external sellers; a tech-enabled profile.
- **Operator-built proprietary technology** - Autopricer syncs real-time dynamic pricing for large sellers with 500k+ SKUs, a strong position beyond competitors for Amazon, and an exclusive Alza-Shoptet integration.
- **Strong CEE marketplace position and depth** - a leading European Amazon agency (Amazon Gold Partner, SPN, Ads Verified) with official partner status across Allegro, Bol and Kaufland Partner Agency Expert, covering also Leroy Merlin, eBay and more.
- **Reseller & distributor specialization** - deep expertise in complex, high-SKU, multi-brand catalogues that most agencies avoid.
- **Vertical dominance** - proven category playbooks in Auto-Moto, Sport & Outdoor and Beauty & Care.
- **Transferable & consolidation-ready** - serial-founder, institutional-grade leadership with multiple prior exits; executional roles already handed over, so the business is not founder-dependent.
- **Buyer value** - deep, market-leading expertise in the European marketplace segment; immediate cross-border capability, technical workflow leverage, and cross-sell potential across Amazon, retail media and commerce platforms.

## Growth Opportunities

Scale on three fronts: **(1) the agency** - deeper enterprise and mid-market penetration and coverage of additional European marketplaces; **(2) the SaaS** - packaging proprietary technology functionality into higher-margin, technology-enabled services; and **(3) AI & automation** - using the newly built AI stack to lift output per head and margin. Alongside this, deepen advertising and retail-media capabilities, expand partner-led acquisition and international coverage, and pursue strategic integrations across ecommerce, logistics and marketplace-software ecosystems. All three fronts are already in execution - active initiatives underway, not just untapped potential.

## Ideal Buyer

Strategic Amazon agencies, European marketplace operators, ecommerce enablement platforms, retail media firms, logistics-enabled commerce platforms, global marketing and commerce holding groups (holdcos and agency networks), and PE-backed marketing services companies seeking European cross-border marketplace capabilities, managed-services depth, and technology-enabled operational leverage.