CONFIDENTIAL TEASER - PROJECT #12

Full-Service Content, Creative & Marketing Agency

REVENUE	EBITDA	EBITDA MARGIN
$3.0M	$1.2M	41.6%

Business Overview

Project #12 is a U.S.-based full-service content, creative and marketing agency serving a diversified mix of Fortune 500 enterprises, public-sector entities and nonprofit organizations. Led by tenured marketing specialists, the company provides an integrated suite spanning general marketing, social media, public relations, web development, copywriting and related services. The business has operated for 14 years, serves 48 clients and has built a loyal, high-retention position in a major Northeastern market. Its broad capabilities make it a potential bolt-on for larger marketing, ecommerce or marketplace organizations seeking established traditional and digital marketing services to cross-sell across an existing client base.

Business Metrics

- **Founded:** 14 years in business
- **Team:** 10 professionals
- **Clients:** 48 in 2025
- **Vertical reach:** 10+ core sectors across public and private markets
- **Customer expansion:** 113% net revenue retention in FY2025
- **2026P financials:** $3.0M revenue; $1.2M EBITDA; 41.6% margin
- **Market position:** Established presence in a major Northeastern U.S. market

Core Services

- General and integrated marketing strategy
- Content development and copywriting
- Creative services and campaign execution
- Social media management and activation
- Public relations and communications
- Website development and related digital services

Investment Highlights

- **High-retention customer base** – 113% FY2025 net revenue retention reflects growth within existing relationships.
- **Experienced leadership** – tenured specialists with decades of combined marketing experience.
- **Full-service capability set** – one partner for content, creative, PR, social, web and broader marketing needs.
- **Diversified end markets** – proven outcomes across more than 10 verticals, including public and private sectors.
- **Strong profitability** – management forecasts a 41.6% EBITDA margin in 2026, expanding through 2028.
- **Category and regional depth** – entrenched local-market position with notable travel and hospitality experience.
- **Large addressable market** – participates in the approximately $80B U.S. digital marketing agency market.

Financial Profile

	2024A	2025A	2026P	2027P	2028P
Revenue	$2.2M	$3.5M	$3.0M	$3.4M	$3.9M
EBITDA	$0.3M	$1.3M	$1.2M	$1.6M	$1.9M
Margin	12.1%	36.4%	41.6%	46.3%	48.1%

Growth Opportunities

A strategic owner can accelerate growth by extending the company beyond its established regional base, deepening wallet share with existing clients, and adding complementary performance, commerce, analytics or technology services. For ecommerce and marketplace agencies, Project #12 offers an immediate way to add content, creative, PR, social and web capabilities while cross-selling those services into existing brand relationships. Management projects revenue growth from $3.0M in 2026 to $3.9M in 2028, supported by continued customer expansion and broader market penetration.

Ideal Buyer

Digital and performance marketing platforms, ecommerce and marketplace agencies seeking broader traditional-digital capabilities, PE-backed agency groups, regional agencies seeking a Northeastern presence, and strategic buyers with travel, hospitality, public-sector or nonprofit client exposure.

Confidential – Prepared by nReach from management-supplied materials for preliminary buyer discussion. Seller represented by Two Roads Advisors. Additional information is available under NDA. 2026–2028 figures are management projections and may not be realized.