nReach

CONFIDENTIAL TEASER - PROJECT #13

Enterprise Amazon & Marketplace Content / Digital Shelf Platform

FY2025 REVENUE	FY2025 NORM. EBITDA	2026E REVENUE / EBITDA
$4.33M	$1.56M	$4.4M / $1.6M

Business Overview

Project #13 is a U.S.-based enterprise e-commerce content and digital shelf platform serving large consumer brands. Company-published materials document Amazon Vendor Central experience along with Brand Stores, A+ Content, Product Detail Page assets, carousel imagery, mobile hero content, Amazon seasonal-event production, marketplace SEO, competitive analysis and predictive keyword analytics. The broader production engine includes photography, video, CGI/motion graphics, post-production and white-label agency support. Seller materials indicate a management structure built to support day-to-day operations with reduced owner dependency. AI is used selectively to improve ideation, internal workflow efficiency and SEO while final client-facing work remains human-led where enterprise client policies restrict generated content.

Business Metrics

- Founded: 2017
- FY2025: $4.33M revenue / $1.56M normalized EBITDA
- FY2025 margin: ~36% normalized EBITDA
- 2026E: $4.4M revenue / $1.6M normalized EBITDA
- Revenue model: ~80% retainer / 20% project
- Service mix: ~95% e-commerce content
- Operating model: Management and client responsibilities distributed across multiple team members

Core Services

- Amazon Vendor Central and marketplace content support
- Amazon Brand Stores and A+ Content
- PDP, carousel, mobile hero and below-the-fold assets
- Marketplace SEO and retailer search optimization
- Predictive consumer analytics and multi-tool keyword research
- Competitive digital shelf analysis
- Product photography, video and seasonal marketplace creative
- CGI, motion graphics and post-production
- White-label creative and production support for agencies

PROJECT #13

Investment Highlights

- Marketplace-specialist capability: Public company materials document direct experience with Amazon Vendor Central, Brand Stores, A+ Content, PDP assets and digital shelf execution across major retailers.
- AI-assisted delivery: AI improves ideation, internal workflows and SEO. The company continuously tests new tools while maintaining human quality control and client-governed final production.
- Data-assisted content optimization: The company uses multiple keyword research tools, retailer research inputs, predictive analytics and competitive analysis to identify digital shelf opportunities.
- Recurring and profitable model: Approximately 80% retainer revenue with ~36% FY2025 normalized EBITDA margin.
- Enterprise execution: Seller materials describe high retention, multi-department relationships and multi-year enterprise contracts supporting recurring content demand.
- Transferable organization: Day-to-day execution and client relationships are distributed across management rather than concentrated solely with the owner.
- Buyer integration case: A larger Amazon or marketplace agency can add enterprise creative, digital shelf and production capability to its existing media and managed-services client base without building the function from scratch.

Client and Revenue Model

Approximately 80% of revenue is retainer-based and 20% project-based. Seller materials describe high client retention, recurring enterprise content demand and relationships spanning multiple client departments. Detailed concentration, contract duration and revenue-by-client remain NDA items.

Strategic Relevance

Project #13 can function as the creative and digital shelf production layer inside a larger marketplace platform. The buyer gains Amazon-specific content capability, marketplace SEO, data-assisted optimization, white-label capacity and a management team built to support ongoing delivery.

Growth Opportunities

The clearest strategic upside is cross-selling marketplace creative and digital shelf services across an acquirer's existing Amazon and retail media clients. Additional opportunities include expanding white-label agency partnerships, extending retailer coverage and geography, deepening AI-assisted ideation, SEO and internal automation within client governance, increasing production utilization, and productizing recurring digital shelf analytics or content-refresh programs.

Ideal Buyer	Best fit includes larger Amazon and marketplace agencies seeking enterprise creative capability; retail media operators that need content production around media activation; commerce enablement platforms; full-service e-commerce agencies seeking deeper digital shelf expertise; and PE-backed marketing-services groups pursuing a profitable marketplace-adjacent capability acquisition.

Process and Next Step

Qualified parties may execute an NDA to receive the full information memorandum, detailed financials, client concentration, contracts, current transaction guidance and supporting diligence materials. Seller-provided financials and company-published marketplace and technology capabilities should be independently validated during diligence.