

Project [Codename]

Information memorandum

Strictly private and confidential. Prepared by [Advisor] · [Date]. Provided under the NDA dated [Date].

Important notice

Provided under NDA for the sole purpose of evaluating the acquisition.
No representation or warranty is given. This is not an offer.

Executive summary

What the business does, why it is for sale, headline financials and the transaction sought, on one page.

History and ownership

Founded [year], key milestones, current shareholders, reason for the sale.

Products and services

What is sold, to whom, pricing model, revenue mix by line.

Market and competition

Market size and growth, position, main competitors, barriers to entry.

Customers

Top 10 customers as % of revenue (named only if agreed), contract terms, retention.

Operations

Premises, suppliers, systems, key processes, capacity.

Management and employees

Organisation chart, key people and their plans after the sale, headcount, employment terms.

Financial history

Three years of P&L, balance sheet and cash flow. Normalised EBITDA with each adjustment explained.

Current trading and forecast

Year to date against budget and prior year. Forecast with stated assumptions.

Growth opportunities

Where a buyer can take the business: new markets, products, pricing, cross-sell.

Transaction and process

What is for sale (shares or assets), price expectations, timetable, how to submit an indicative offer.

Contact

[Advisor] · [Email] · [Phone]. Questions through the advisor or the data room only.