

EX-805

FOUNDED 2007

The Company is a technology-based distribution and lead generation company that delivers cost-effective engagement and conversion of target customers. It is today a Master Agent/Distributor for leading Telecom, Internet, and Cable providers but it has built an unparalleled sales platform and process that could be deployed in any industry. Leveraging its proprietary channel management technology and its global call centers, it is poised for high-margin, continued growth. Key differentiators include its variety of sophisticated lead generation techniques that are applied to target potential customers.

The Company today utilizes a combination of proprietary SEO and SEM tactics as well as a national brick and mortar retail affiliate network with more than 1000 retailers. Further growth comes from an online partner network (e.g Army & Airforce Exchange Services and ID.me), with both channels together providing a leverageable pre-built distribution network for a strategic acquirer.

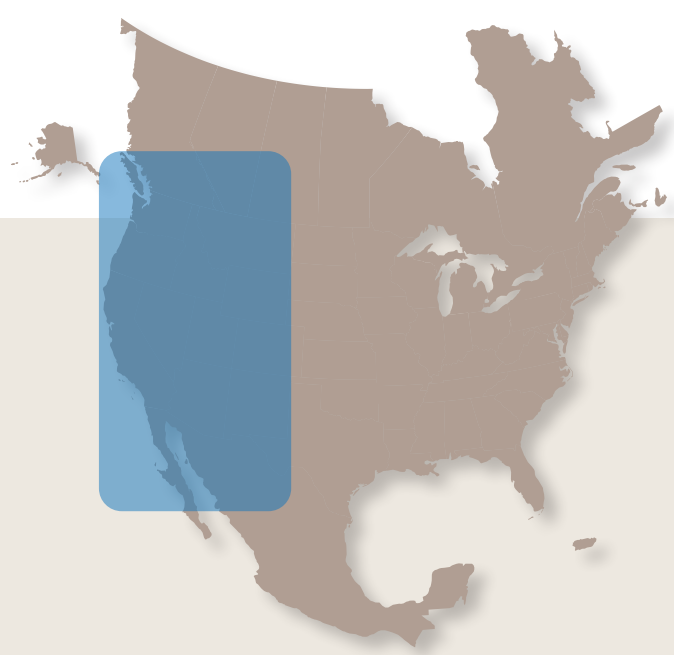
Today, the Company sells billions of dollars in revenue for Internet, Telecom and Cable providers leveraging its built blue-chip, master agent relationships. Ninety percent of its revenue comes from direct-to-consumer offerings that utilize the company's sales resources and proprietary targeting technologies. Ongoing initiatives to add new partners (both Telecom and non-Telecom) and build out business-to-business services capabilities is in place for 2022, positioning the company to continue its on its growth path.

The Company has national coverage, and is headquartered on the West Coast with offices in the United States and multiple international locations.

COMPANY OBJECTIVE



Company Sale



HEADQUARTERS

West Coast

COVERAGE: NATIONAL



OF EMPLOYEES

159

Administration	11	
Consulting/Prof Services	08	
Development	13	
Sales & Marketing	13	
Support/Service/Tele-Sales	114	



PRODUCTS AND SERVICES

Telecom & Wireless Services

- The Company offers Cable, Internet & Wireless services from several of the largest providers in the world, including Spectrum and AT&T.

Home Security

- The Company sells comprehensive home Security offerings via leading industry vendors.

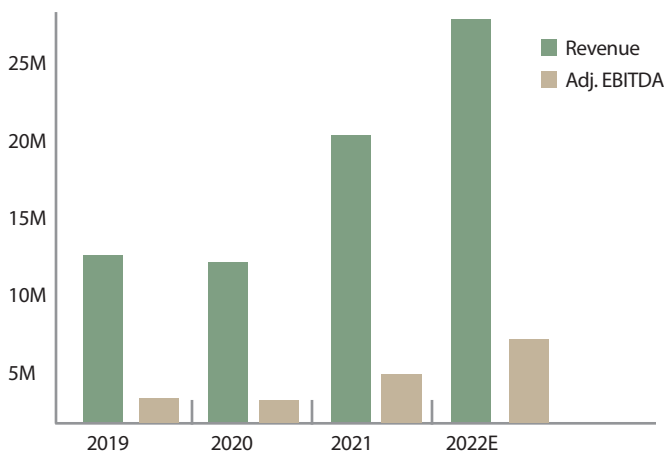
Proprietary Channel & Sales Management

- The Company has developed an efficient, technology-driven sales process leverageable across any channel network



FINANCIALS

2019-2022E



Description (\$M)	2019	2020	2021	2022E
Revenue	\$12.4	\$12.3	\$20.8	\$27.7
Gross Profit	\$5.0	\$5.4	\$10.4	\$12.3
Adj. EBITDA	\$2.1	\$2.1	\$5.6	\$7.7

REVENUE BY CHANNEL (CURRENT)



REVENUE BY CHANNEL (2024E)



REVENUE BY VENDOR (CURRENT)



REVENUE BY VENDOR (2024E)



REVENUE BY GEOGRAPHY (CURRENT)



REVENUE BY GEOGRAPHY (2024E)



INVESTMENT CONSIDERATIONS

- Poised For Growth:** Company has enjoyed sustainable growth on both top and bottom line thanks to smart investments in its sales platform. Future performance is expected to improve as company expands its vendor reach and capitalizes on its investments.
- Diversification Opportunity:** Company has focused on Telecom vendor partners for historical growth but is branching into new verticals such as security and expects its vendor concentration to drop by 30% in the next two years.
- Unmatched Sales & Service:** Fully staffed and scalable call centers both near-shore and far-shore are equipped with state-of-the-art call monitoring, call distribution and quality control systems to effectively and economically deliver around-the-clock sales, service, and support.
- Effective & Efficient Sales Channel:** High-margin products and services are sold in under one hour with considerable upselling opportunities in a model that can be leveraged across a much broader sales network, increasing margins by more than 3x for the same customer acquisition cost.
- Robust Sales Network:** Leads flow in from both direct efforts as well as an extensive retailer network, providing a cross/upselling opportunity with an acquirer's offering suite. Robust tracking systems allows the company to pay distributors efficiently and at scale – simplifying complex service provider commissions.
- Extensive Proprietary Technology:** The Company's use of technology (both internally developed and third-party) is a key internal competitive advantage that can be deployed across an acquirer's sales network or licensed to potential customers as an additional revenue stream.

VENDOR PARTNERS



NEXT STEPS

To learn more about company EX-805 please execute NDA and send to Amanda Haws. Our team will follow up with a mutually executed NDA and provide an introduction to the company's CEO.



IT ExchangeNet

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