

# Acquisition Search: B2C Consumer Brands

## About the Acquirer

- Dutch PE Firm;
- Invests its own capital;
- Previous expertise in the digital marketing space;
- Looking to scale and grow B2C brands;
- Preference to be operationally involved in the running and scaling of businesses;
- Operates across Europe.

## Acquisition Criteria

- Consumer brands with their own IP;
- No interest in retailers;
- Offering products within the pet, children, home and garden, and wellbeing verticals;
- No interest in fashion brands;
- Operating B2C;
- Preference for majority stakes;
- Located in the UK and Europe;
- Revenue between €1m-€15m;
- Must be cash flow positive.

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