



Acquisition Opportunity

## Consumer Automotive Media Producer/Distributor



**Business Description:** The Company is a leading producer and distributor of video car shopping tools, providing 100% coverage of the U.S. light vehicle market. Its video test drives and video walk-arounds are licensed on a monthly recurring fee basis (MRR) to thousands of websites and portals on the Internet including AOL, CDK Global, ChromeAutoData, AutoNation, JD Power and Associates, Reynolds and Reynolds and Time Warner Cable.

The Company developed, market-tested and launched the Dealer Video Showroom over the past four years. This patent-pending interactive video platform is now successfully in use by over 100 dealers in the USA. <http://dealervideoshowroom.com/> (DVS) To drive consumer traffic to its affiliate dealerships and provide leads to its dealer network, the Company plans to launch a video-centric B2C car shopping site and mobile app, KotoCars.com. Cross-platform interactive video integration makes for a unique and compelling value proposition.

**Distribution:** The Company has launched the Dealer Video Showroom with cross-promotional support from its automotive lifestyle channel <http://wheelstvchannel.com/>. It is seeking funding to support an aggressive sales and marketing campaign. With the worldwide passion for automotive video, this represents a unique opportunity.

- **CDK Global:** The Company is entering into a re-seller agreement with CDK Global of Seattle, which services 9,000 US auto dealers including 4,000 GM sites. CDK is including the DVS in all new websites.
- **CDK Data Services:** The Company is entering into a three-year re-seller agreement with CDK Data Services of Austin, TX, which services over 4,000 Ford Dealer websites.
- **Dealer.com:** The Company is a certified technology provider to Dealer.com.

**Operational Strengths:** Management consists of experienced automotive television executives and Internet specialists leveraging their extensive contacts in the digital media industries.

**The Transaction:** The Company seeks a partner under flexible terms with a possible complete buyout. Senior management would like to stay with the company through its transition to a full time television channel and successful launch of the new video program.

**Financial Information:**

Financial Summary				
	2016 Estimated by Seller	2015	2014	2013
Revenue	\$3,900,000	\$1,194,300	\$1,620,000	\$1,730,000
Adjusted EBITDA	\$224,400	(\$209,000)	\$281,600	\$123,300

Other Highlights				
Location	Financials	Management Team in Place	Years in Business	SIC Classification
Northeast	CPA Reviewed	Yes	12	8999

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