



ABERCORN BUSINESS SALES
SUCCESSFULLY SELLING YOUR BUSINESS



Strategic B2B SaaS Acquisition Opportunity - Wholesale & Distribution Ecosystem

Home Counties/South East - Fully Relocatable (remote working)

Asking Price: £1,750,000

Reference: CN03-ABS | Confidential Memorandum

Established c 40 years! | Consistently Profitable | Global Customer Base

Strictly Private & Confidential

Asking Price: Offers in the region of £1,750,000

Current Turnover Circa: £926,000 p.a.

Current Adjusted EBITDA (pre-director drawings) circa: £388,000 p.a.

Executive Summary:

A profitable, highly retained B2B SaaS platform operating within the wholesale and distribution ecosystem is available for acquisition.

The business benefits from strong revenue durability, driven by a long-established, sticky customer base and a proven history of repeat subscription renewals. The platform delivers mission-critical functionality to its users and is deeply embedded within customer workflows, resulting in low churn and long average customer lifespans.

The business has been deliberately structured to operate independently of its founders, with a stable, fully remote team, high recurring revenues, and limited operational complexity. It can be acquired and operated unchanged post-transaction, continuing to generate predictable cash flow while the acquirer determines its longer-term strategic roadmap.

This opportunity is particularly well suited to ERP vendors, wholesale & distribution software providers, and adjacent SaaS platforms seeking to accelerate market share, enhance product breadth, and secure an embedded customer base—without integration pressure or greenfield execution risk.

The Opportunity:

- Profitable, debt-free SaaS business
- 80–85% recurring subscription revenue
- Strong customer retention and predictable cash flows
- Fully remote operating model with low fixed overheads
- Long-tenured team with low staff churn, evidencing operational stability and internal commitment
- Established management structure with no founder dependency

The platform serves a clearly defined niche within wholesale and distribution, providing functionality that integrates naturally with ERP, accounting, and adjacent operational systems, making it highly complementary to existing software portfolios.

Strategic Rationale for Buyers:

This acquisition offers strategic optionality rather than forced integration:

- Immediate profitability with downside protection
- Ability to operate as a standalone, cash-generating asset
- Natural expansion path for ERP and wholesale & distribution software providers
- Meaningful cross-sell and up-sell opportunities in both directions
- Market-share capture without product build or customer acquisition risk

Buyers may choose to:

- Integrate the platform into an existing product suite
- Retain it as a standalone product with incremental enhancement
- Use it as a distribution channel into an established customer base
- Leverage a sizeable freemium user base as a proven pipeline for conversion, upsell, and cross-sell initiatives

Commercial Overview:

- Revenue model: Subscription-led SaaS
- Recurring revenue: 80–85%
- One-off revenues: Minimal and limited to onboarding-related activity
- Customer base: Hundreds of paying businesses (circa 250) with thousands of active users
- Revenue diversification:
 - Top 10 customers represent approximately 19% of total revenue
 - Remaining revenue is broadly distributed, materially reducing concentration risk
- Gross margins: Consistent with a mature SaaS business

Revenue quality is high, underpinned by long-term customer relationships, low churn, and minimal reliance on professional services or bespoke implementation work.

Operations & Team:

- Lean, fully remote operating model
- Approximately 10 staff supporting a materially larger user base
- Strong cost discipline and operational control
- Low employee turnover and well-established internal processes

The business has been structured to ensure continuity post-transaction, with documentation, accountability, and operational knowledge embedded across the team.

Financial Position:

- Highly Profitable
- No external debt
- Limited fixed commitments (primarily staff costs and modest office expenditure)
- Adjusted EBITDA reflects true buyer-relevant earnings, excluding non-recurring and owner-specific items

Adjusted EBITDA is considered the most accurate representation of underlying, sustainable profitability.

Transaction Overview:

- 100% shareholder exit
- Founders available for structured transition support:
 - Up to 6 months operational support subject to negotiation.
 - Up to 12 months' advisory support, if required, subject to negotiation.

The sale is driven by shareholder portfolio transition and industry evolution, not performance or financial pressure. The business will continue to operate profitably should no transaction proceed.

Next Steps:

Interested parties are invited to progress via execution of a mutual Non-Disclosure Agreement (NDA).

Further information, including detailed financials, product demonstrations, customer metrics, and cohort data, will be made available post-NDA.

Contact details are available upon NDA execution.

Please contact Abercorn Business Sales. e-mail: expert@aberncornbusinesssales.com or telephone: [0800-246-1313](tel:0800-246-1313)

Commercial Finance:

Abercorn Business Sales are specialists in highly confidential off-market business sales. Should you require commercial finance, we have a panel of leading commercial finance brokers with access to the whole market to enable you to source the best possible terms.

Confidentiality Notice

This document is confidential and does not constitute an offer to sell. All information is provided for indicative purposes only and is subject to verification. The owners reserve the right to withdraw the opportunity at any time.



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Next Steps & Contact

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