For Sale: Digital Marketing Agency. Author & Public Figure, Tourism and Place-Making. 60%+ Recurring Revenue.

Project ID	**#121**
Location	New York
Industry/ Key Business Activity	Digital Marketing Services, Social Media Marketing, Advertising Services, Website Design/ Dev and Branding
Years in Business	8
Type	LLC

Financial Summary

	Dec17	Dec18	TTM Oct19
Revenue	1,201,237	1,158,732	1,060,404
Seller's Discretionary Earnings (SDE)	540,732	522,539	359,170
Inventory, net	-	-	-
Property, Plant & Equipment, net (PP&E)	-	-	-

Description

Digital marketing agency focused on building audiences and converting them to action in the author and public figure marketing (health and wellness, business, non-fiction) and tourism & place-making industries. The Firm's competencies have expanded to make them competitive with most mid-sized boutique marketing agencies. As they define them, their six buckets of expertise are: branding, e-mail, social media, web design and development, mobile design and development, and strategy.

Founded in the early 2010s, the partners have a diverse array of backgrounds (design, marketing, tech) who saw a unique opportunity to build a firm with talent that emerged from the digital space, rather than backing into it, like competing agencies were doing at the time.

- In 2019, 49% came from author marketing, thanks to more website design in this space and 30% came from tourism.
- In 2019, 64% of revenue is from recurring, retainer-based projects. Retainer-based projects are also source of additional project-based work, either to initiate, or during, relationship.
- Until this point, ~90% of business has been from referrals.

Strengths and Opportunities

- The Firm is results-driven. They aren't the firm to come to for "growing your Instagram." They are the firm to come to grow your business.

- The Firm has had success. They have proven their mettle by delivering meaningful results that matter. The journey has led to several amazing milestones and achievements including Webby, Shorty, and Reggie Award Honors, the #1 most downloaded destination marketing app in the App Store, the #1 best-selling book of 2014, 40+ best-selling books in total, 45+ Industry Design and Strategy Awards, Named Agency of the Year, crowned Campaign of the Year, etc.
- The Firm has opportunity to leverage their industry expertise in health and wellness publishing into adjacent industries, like health and wellness brands (e.g. Health-Ade Kombucha), lifestyle brands (e.g. Lululemon), food CPG, and others.

Objective and Reason for Sale

Exclusive	Yes
Objective	Sell 100% of the Company
Reason for Sale	Partners feel they have grown the company as large as they can with current make-up and set of resources.
Ownership Structure	Approximately owned evenly among the partners

For Additional Information, Please Contact

Gary B Kane MBA, CFA
Founder and Chief Executive Officer
(In) garybkane | (O) (855) chimera | (D) (855) 244-6372; 801 | (M) (646) 554-0661 | (F) 516-908-3719

NON-DISCLOSURE AGREEMENT

This agreement ("Agreement") is between Chimera Strategies LLC of Roslyn, NY, ("CS") on behalf of itself and its client (Company") and _____ ("Recipient"). It is understood, that Company has the right to fully enforce this Agreement, independent of CS. Company, Recipient and CS herein "Parties".

1. Recipient desires to receive Confidential Information, as defined below, from CS and/or Company for the sole purpose of evaluating Recipient's interest in an investment in, or for acquisition of all or part of, Company.

2. Recipient will not divulge Confidential Information (including disclosure that the Company was considering an investment and/or selling all or a part of the business) to any third parties, except to those of its directors, officers, employees, investors, funding sources, affiliated portfolio company employees/directors and advisors (collectively "Representatives") involved in evaluating a transaction, without first obtaining CS and Company's written approval and only on a need to know basis in connection with Recipient's interest in Recipient's investment/ acquisition investigation process. Recipient will direct its Representatives to adhere to the terms of this Agreement and acknowledges that it will be responsible for any breach of this Agreement by its Representatives.

3. For the purposes of this Agreement, confidential information ("Confidential Information") means all non-public, proprietary information concerning Company, including, but not limited to, its business, finances, customers, intellectual property and business plans. Confidential Information does not include information which: (i) is already in the possession of the Recipient; (ii) is or becomes generally available to the public other than as a result of a disclosure by Recipient or Recipient's Representative; (iii) becomes available to Recipient from a source other than Company provided that such source is not bound by any contractual, legal or fiduciary obligation of confidentiality to Company; or (iv) is independently developed by Recipient or its Representatives without use of, or reference to, Confidential Information.

4. Recipient acknowledges that any unauthorized use or disclosure of Confidential Information will constitute a material breach of this Agreement and could cause damage to the Company for which Recipient would be responsible. Recipient acknowledges the sensitivity implicit in the investment and/or acquisition process. The Recipient agrees that money damages may not be a sufficient remedy for any breach of this Agreement by the Recipient or any of its Representatives and that the Company shall be entitled to equitable relief by way of injunction and specific performance if the Recipient or any of its Representatives breaches or threatens to breach any of the provisions of this Agreement.

5. Recipient will not engage in any direct or indirect communications with any Owner or Officer or other employee of Company regarding this opportunity, without the prior permission of CS and Company. Recipient will not engage in any direct or indirect communications with any

supplier or distributor or agent or customer of Company regarding this opportunity, without the prior written permission of CS and Company. Permission, as it pertains to this paragraph 5, shall not give Recipient the right to disclose to, or discuss with, any party information, facts, or details that are beyond the scope of that party's right to know.

6. Recipient will promptly return to Company or destroy, all Confidential Information, and destroy all notes and derivative documents at the time of any such written request by the Company or CS to do so. If requested, Recipient will provide a certification that all Confidential Information and other documents were returned or destroyed. Nothing herein creates a relationship or commits or binds any Party to any present or future contractual relationship (except as expressly stated herein) nor shall the disclosure of Confidential Information be construed as an inducement to act or not to act in any given manner. Notwithstanding the foregoing, Recipient shall be permitted to retain one (1) copy of Confidential Information and its notes and derivative documents as necessary to comply with applicable law, regulation, internal document retention policy and/or standard business practice.

7. This Agreement constitutes the entire agreement of the Parties on the subject matter and may not be changed except by written instrument, signed by the Parties hereto and shall be governed by and construed in accordance with the laws of the State of New York.

8. The Recipient understands and acknowledges that neither the Company nor any of its representatives is making any representation or warranty, express or implied, as to the accuracy or completeness of the Confidential Information. Neither the Company, its representatives, nor any of their respective officers, directors, employees, agents or controlling persons (within the meaning of the Securities Exchange Act of 1934) shall have any liability to the Recipient or any other person resulting from the Recipient's use of the Confidential Information.

9. Facsimiles of this executed document will be treated as original documents and are valid and binding on all Parties.

10. This Agreement shall expire two (2) years from the date hereof unless extended by mutual written consent of the Parties.

CS or Company	**Recipient**
Gary B Kane	
Signed	Signed
By	By
Date	Date
	Email
	Phone