

Greeting Card Business Offered For Sale

The Company publishes over 300 greeting cards that are distributed nationally through traditional and non-traditional retail channels. Cards are designed in collaboration with a virtual team of independent artists and copywriters and printed in the U.S. The Company also distributes in Canada, Great Britain and Australia through licensing agreements.

95% Repeat Business

The Company enjoys long standing relationships with proven industry sales representatives, distributors and retail customers.

- The average tenure of existing sales representatives is more than 7 years.
- All distributors have been customers for more than 10 years.
- The top 10 customers have remained unchanged over the past three years.

Key Customers

Customer	2019	
Hardware 1	\$ 106,663	9%
Grocery 1	\$ 90,904	7%
Drugstore 1	\$ 81,251	6%
Hardware 2	\$ 73,564	6%
Greeting Card 1	\$ 42,390	3%
Distributor 1	\$ 19,534	2%
Online Store	\$ 17,083	1%
Hardware 3	\$ 15,292	1%
Greeting Card 2	\$ 14,607	1%
Distributor 2	\$ 13,567	1%
Top Ten Total	\$ 476,874	38%
Company Total	\$ 1,250,811	

Legacy Revenue

The brand is supported by dozens of popular cards that have generated consistent revenue for more than a decade. 35% of 2019 revenue was generated by long-time customer favorites that were released before 2012.

Strong Creative Team

The staff and contracted copywriters and artists introduce 65 - 70 new cards per year. One third of 2019 sales were generated by cards introduced in 2018 and 2019.

Covid-19 Impact

The pandemic significantly impacted 2020 revenue despite the fact that most of the Company's retail partners (e.g. grocery, hardware and pharmacy stores) remained open. Sales representatives were largely prevented from entering the stores which prevented restock. As quarantine restrictions ease and sales representatives are able to get back into the stores, the Company expects a return to long-term revenue norms.



Adjusted Balance Sheet as of December 31, 2019

Current Assets	259,451	Current Liabilities	95,314
Goodwill	315,334	Shareholder's Equity	479,471
Total Assets	574,785	Total Liabilities & Equity	95,314



Summary P&L

	2017	2018	2019	2020	2021	2022	2023
Revenue	1,333,513	1,321,757	1,250,811	895,511	1,252,852	1,317,284	1,369,976
COGS	261,427	215,888	233,743	183,414	228,262	228,262	237,392
Gross Profit	1,072,086	1,105,869	1,017,069	712,097	1,024,591	1,089,023	1,132,584
SG&A	1,021,210	992,506	948,905	741,188	954,686	984,805	1,006,505
EBITDA	50,875	113,363	68,163	(29,091)	69,904	104,218	126,079

About Venture 7 Advisors

Venture 7 is acting as The Company's advisor in the proposed transaction and its fees are paid entirely by the seller. All questions, inquiries and proposals should be directed to:
 Bryan Ducharme, Managing Partner. Phone: (802) 489-7700 Ext 1 Email: Bryan.Ducharme@Venture7Advisors.com
 OR TO Larry Chernicoff, Partner. Phone: (802) 489-7700 Ext 3 Email: Larry.Chernicoff@Venture7Advisors.com