

Company description

The company delivers an innovative and efficient SaaS platform, designed for businesses of all sizes, with three core modules – consumer marketing automation, distributor sell-out capture, and trade marketing incentive programs – enabling global expansion and high-recurring revenue, validated by their track record with world-class companies across four continents.

Value proposition

Defined based on the founders' own experiences as Marketing and IT directors at multinational companies, which resonates with customers.

Flexible & Scalable SaaS: Fully managed solution, eliminating the need for external implementers. Pay-per-use subscription model with tailored options for SMEs and large enterprises. A highly competitive price-performance ratio compared to its peers.

Omnichannel Loyalty Consumer Engagement: Integrated platform for digital marketing, loyalty programs, and gamification, enabling seamless 360° consumer tracking.

Sell out capture automation: Automated sell-out data capture and incentive programs execution, providing end-to-end visibility into sales performance and enabling smarter, faster commercial decisions.

Company at a glance

Proven track record

12+ years implementing across 4 continents.
Customers leaders in Tobacco, Oil, Consumer Goods, Agroindustry, Automotive & Tire manufacturing

High Recurring Revenue & Profitability

Exponential business model
> 90% 2024 Annual Recurring Revenue (ARR)
70% 2024 Gross Margin
Strong Cash Flow

Expert-Led Execution

Team with +20 years of experience in marketing and technology.
Multilingual real-time support.
+40 employees.

Mature software and service model

Designed by experts in consumer goods, with 12 years of platform enrichment based on world-class customer best practices and a service model valued by customers.

Enterprise Grade Security & Compliance

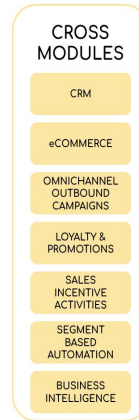
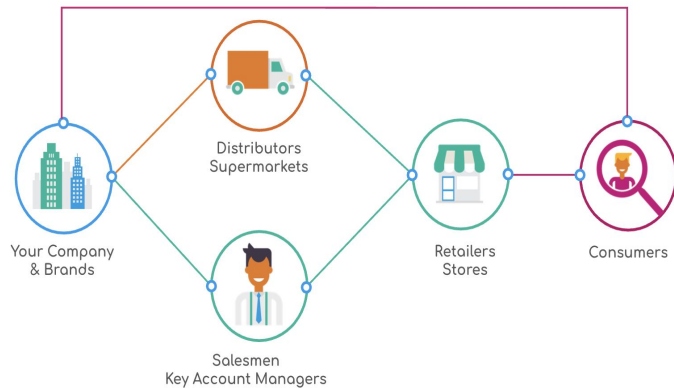
Certified to ensure top-tier data protections standards
ISO 9001, ISO 27001, GDPR

Strong Market Growth Potential

Well-positioned in the high-growth MarTech industry: A USD 400+ billion market today, forecasted to more than double by 2033 — driven by AI automation, data ownership, and evolving digital expectations.
(source: BR insights and grand view)

The product

A low-code platform offering a unique combination of tools that address critical marketing and sales processes for consumer goods companies—capabilities unmatched by any other platform. From capturing distributor sell-out data to executing retailer incentive programs and driving ongoing engagement, it covers the full spectrum of commercial execution consumers to improve revenue, market share and brand positioning.



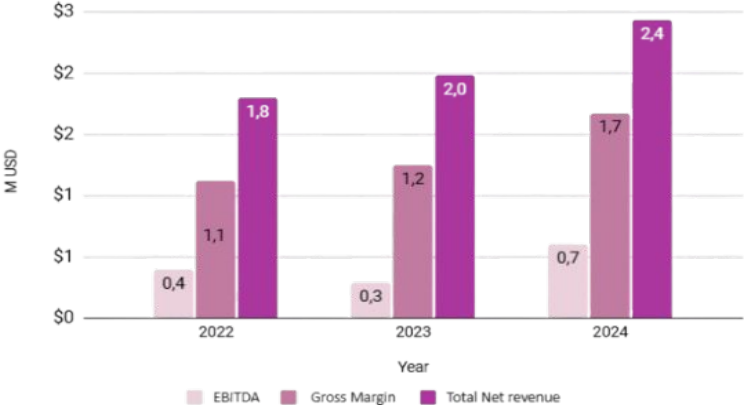
Success Stories in 4 continents

- Successful implementations in more than 20 countries across 4 continents.
- Experience with both large world-class customers and small/mid-sized local businesses.
- Local, regional, and global deals.
- Implementations ranging from single-module to all three modules.

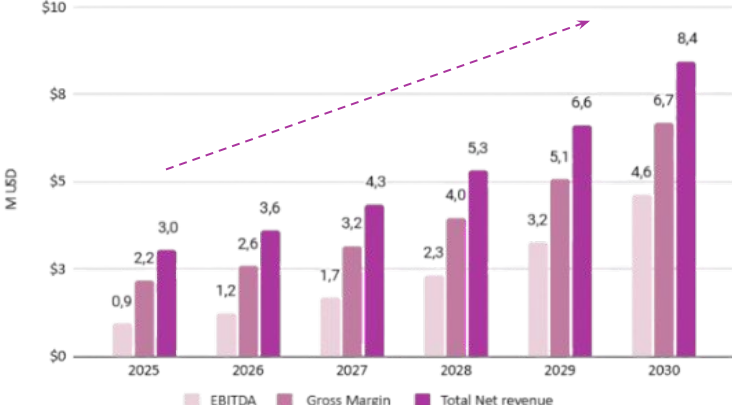


Financial highlights

Traction (USD)



5Y forecast (USD)



2.4M USD
2024 Revenue



1.7M USD
2024 Gross margin



27%
2022-2024 CAGR



>90%
2024 Annual Recurrent Revenue



≈8.4M USD
2030 Revenue



≈23%
2025-2030 CAGR



≈4.6M USD
2030 EBITDA

Process Overview

The company's shareholders are actively exploring several strategic alternatives, including the possibility of selling part or all the company's shares

- All questions regarding this proposed transaction should be directed to Valio Ventures
- The process letter is available under NDA
- Additional data and diligence material will be provided as the process develops
- Company management should not be contacted directly

For more information about this opportunity please contact us by info@valioventures.com

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