website properties

SELL-SIDE OUTCOME · CLOSED TRANSACTION

Amazon FBA Brand

Health & Beauty · Personal Care

SELLER Returning Client (Asia) BUYER US Public Company

01 THE OUTCOME

SOLD PRICE

$17.0M + INV.

ABOVE SELLER'S EXPECTATIONS

NET INCOME

$5,765,423

MULTIPLE

2.8× + INV.

02 DEAL TERMS

85% **Cash at Closing**

Majority cash protects the seller from post-close performance risk and execution drag.

15% **Tradable Public Equity**

Listed-acquirer shares preserve upside participation in the combined entity.

03 THE BUSINESS

A three-SKU Amazon FBA brand in the health & beauty / personal care category. Top organic Amazon ranking across primary keywords, registered trademarks and design patents in the US and Australia, exclusive manufacturer agreements, and approximately 48% net margins — all built in under two years of operating history.

- Three SKUs · sub-2-year history
- ~48% net profit margins
- 100% organic listing traffic
- US & AU IP, exclusive manufacture

04 TRANSACTION TAKEAWAYS

Three SKUs and a sub-two-year operating history. Most brokers would have priced this conservatively. Website Properties built a buyer pool that produced an exit above the seller's expectations — majority cash with public-equity upside.

The transaction closed mid-COVID Wave 1 with supply-chain delays and financing uncertainty active throughout. Disciplined process management and direct principal-to-principal access kept the deal moving from kickoff to wire.

This was a returning client. Two years earlier, Website Properties brokered the sale of a smaller Amazon account in the same family. Repeat representation is the clearest signal that the first transaction was handled correctly.

WHY IT CLOSED

The fundamentals were institutional — even at three SKUs.

3	~48%	100%	2×
SKUS AT SALE	NET MARGIN	ORGANIC TRAFFIC	RETURNING CLIENT

Identifying details withheld · for qualified prospects only