



# GREEN ENERGY PRODUCTS DISTRIBUTOR

Client Reference  
BEA4097

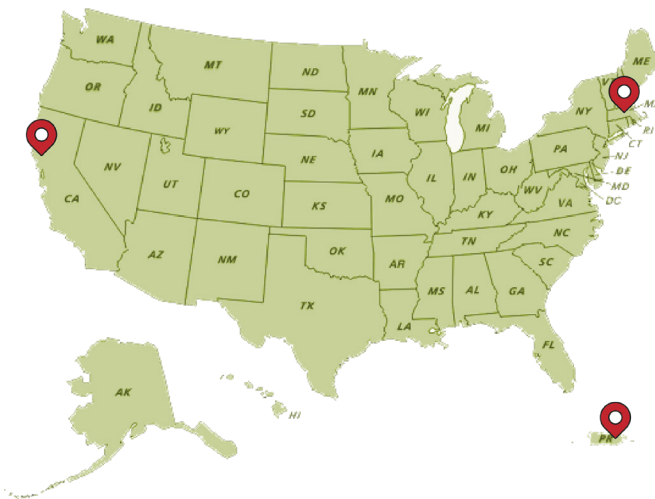
Acquisition Opportunity

## Highlights:

- The Company has been an innovator in bringing solar solutions to both the professional installer and DIY customer.
- Proprietary leading edge lithium power storage solution. Has new products in development to push the boundaries on large scale power storage.
- Highly trained technical sales team in the marketplace to assist the Pro Contractor and DIY customer with configuring and installing the best solution for their situation.

**2021**

**Revenues \$35 million  
EBITDA \$2.7 million**



- Company has a highly ranked website with over 250,000 average monthly visitors.
- Long before COVID, the Company was established to be scalable, with a remote work team.

- Company distribution facilities in MA, CA and PR. Can deliver product to nearly anyone in two days.

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## Financial Overview:

	Financial Summary					Projected	Projected
	2016	2017	2018	2019	2020	2021	2022
Revenue	14,934,002	17,008,383	24,022,218	21,833,341	28,704,785	34,514,500	40,251,200
Cost of sales	<u>12,158,573</u>	<u>13,799,407</u>	<u>19,644,676</u>	<u>17,660,842</u>	<u>22,666,807</u>	<u>26,694,425</u>	<u>30,678,895</u>
Gross Profit	2,775,429	3,208,976	4,377,542	4,172,499	6,037,978	7,820,075	9,572,305
Gross Margin	18.6%	18.9%	18.2%	19.1%	21.0%	22.7%	23.8%
Normalized EBITDA	403,584	526,281	1,244,718	764,407	1,667,817	2,648,557	3,457,877
EBITDA Margin	2.7%	3.1%	5.2%	3.5%	5.8%	7.7%	8.6%

- Sales through June 30 are up 24.9% YOY
- EBITDA through June 30 \$2,350,000
- Management conservatively projected revenue for 2021 and 2022 to increase only 20% and 17% YOY
- The Company's revenues doubled over the last five years and expects to do so again by the end of 2024

## Revenue by Customer Type

- Approximately 54% of sales are Direct to Customer
- Approximately 46% of the sales are to Wholesale (installers and resellers)
- Direct sales are generated through the website, web marketing, and internal technical sales team
- Top Wholesale customer was less than 3% of revenues
- Top 10 customers combined, in each year, was less than 14% of revenues
- The Company has over 800 Wholesale customers

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