

Buy-side

PROJECT PLNTS.com

E-commerce company in plants is looking for expansion

Company wants to strengthen market position in fragmented market



Buyer profile

The buyer is a leading company in the e-commerce market for plants with sales throughout Europe.

- **PLNTS.com** is an **e-commerce company** focused on **baby plants** and **rare plants**. The company's sales area is the whole of **Europe**, with most of its turnover generated in **Germany**.
- The company is part of a **group of companies** including a nursery. The group was created from this **nursery** and is a **family business**. PLNTS.com is therefore making the acquisitions from a **strategic point of view** to strengthen the e-commerce business unit.
- The company has built a **unique position** in the **online plant market** over the past year and has experienced **significant organic growth**.
- The company currently operates in a **very fragmented market** and wishes to grow in this market through **acquisitions**.



Profile target

The buyer is searching for a company, active in e-commerce in the field of plants and related activities.

- The target is active in the market of **plants with e-commerce activities**. However, related activities such as pots may be interesting.
- The target is a (financially) healthy company with sufficient **growth potential**. Located in the Netherlands, Belgium or Germany.

Transaction structure



Acquisition of a **100% share interest** in the company is the starting point

- If the proposition is interesting, a **majority stake** is also an option.



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