

## PROJECT STAR - October 2024

An Attractive Opportunity to Acquire London-Based Equipment Rental Group Servicing The Film And TV Industry. The Company Is an Established and Trusted Brand with an Unrivalled Reputation for Operational Excellence and Efficiency, and a Portfolio of Well-Invested Camera and Lighting Equipment Provided by Market Leading Brands

### OVERVIEW

- BTG Advisory LLP is looking to solicit interest, on an accelerated basis, for the shares or the business and assets of the UK Company. We are looking to transact by 5 November 2024 with best and final offers to be received by 5pm on 31 October 2024 with completion as quickly as possible thereafter.
- A comprehensive information memorandum about the Company and the opportunity will be made available to interested parties on signing an NDA.
- The Company is based in London, but services contracts and clients across the UK and overseas.
- The Company provides rental equipment to end customers across several hire types, including:
  - Short-form hire** - Typically 1-2 day shoots for the advertising sector, TV and internet commercials
  - Long form hire** – Productions lasting 2+ weeks comprising independent feature films, TV dramas and sitcoms.
  - Documentaries** – Typically lasting several weeks and will often involve kit going abroad, different type of equipment.
  - Studio** - Can be between 1 day and 2 weeks depending on nature.
    - The shareholders are looking to test market appetite for the acquisition of the business.
    - We are seeking expressions of interest and indicative offers to acquire the Company or to provide growth capital to drive forward strategic opportunities.

### KEY HIGHLIGHTS

- Strong market reputation and credentials.
- The Company has amassed an exceptional portfolio of customers, serving a breadth of prominent studios.
- £22m of rental assets (by replacement value).
- Experienced staff and Management team.
- Two locations in London: One purpose-built facility and attached studio based in West London and the second location in NE London. Additionally, there is a satellite location in Manchester.
- Opportunity to realise upside through increased utilisation or sale of existing assets.
- Historically strong EBITDA margin and steady revenue generation.

### Financial Overview

Profit and loss performance - £000s (year to 31 October)					
	FY21A	FY22A	FY23A	FY24O	FY25F
Turnover	9,306	8,500	8,065	6,308	9,217
<b>Gross profit</b>	<b>7,389</b>	<b>6,865</b>	<b>6,411</b>	<b>5,122</b>	<b>7,484</b>
<b>Gross margin</b>	<b>79%</b>	<b>81%</b>	<b>79%</b>	<b>81%</b>	<b>81%</b>
Admin. Expenses	(4,232)	(4,662)	(5,308)	(4,714)	(4,897)
<b>EBITDA</b>	<b>3,157</b>	<b>2,204</b>	<b>1,103</b>	<b>407</b>	<b>2,587</b>
<b>EBITDA Margin</b>	<b>34%</b>	<b>26%</b>	<b>14%</b>	<b>6%</b>	<b>28%</b>

### For Further Information

Further information is available upon completion and return of a Non-Disclosure Agreement (NDA), which is available on request. Enquires should be directed in the first instance to: James Curpen

### Name

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### Important Notice

The information above has been supplied by our Client and should not be relied upon as statements or representations of fact or warranties of any kind. Eddisons, its Directors and employees shall not be responsible for any error, omission or misstatement. Neither we nor our Client accept any responsibility whatsoever in respect of these particulars, which are simply offered as a general indication to parties who may be interested. Any notice of sale does not constitute an offer or contract.