



# PROJECT WHITE-LABEL IT

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OVERVIEW

tequity

# WHITE-LABEL IT SNAPSHOT

- ✓ Founded in 2001, WHITE-LABEL IT provides **Managed IT and Cloud Services** to Enterprises directly and through Reseller Partnerships
- ✓ The company has Recurring Annual Support Agreements directly with **Brand Name End-User Customers** as well as Recurring Multi-Year Reseller Support Agreements with very **Large Enterprise Accounts**
- ✓ The company provides On-Site IT service anywhere in Canada within Hours from several hundred dispatch locations
- ✓ 60% of revenue through Reseller Partnerships



18 Years  
Of Operation

2

Shareholders

## Coast-to-Coast Coverage In Canada

\$ 4.2 M  
Revenue



57%

Recurring Revenue



Employees with deep  
technical skills

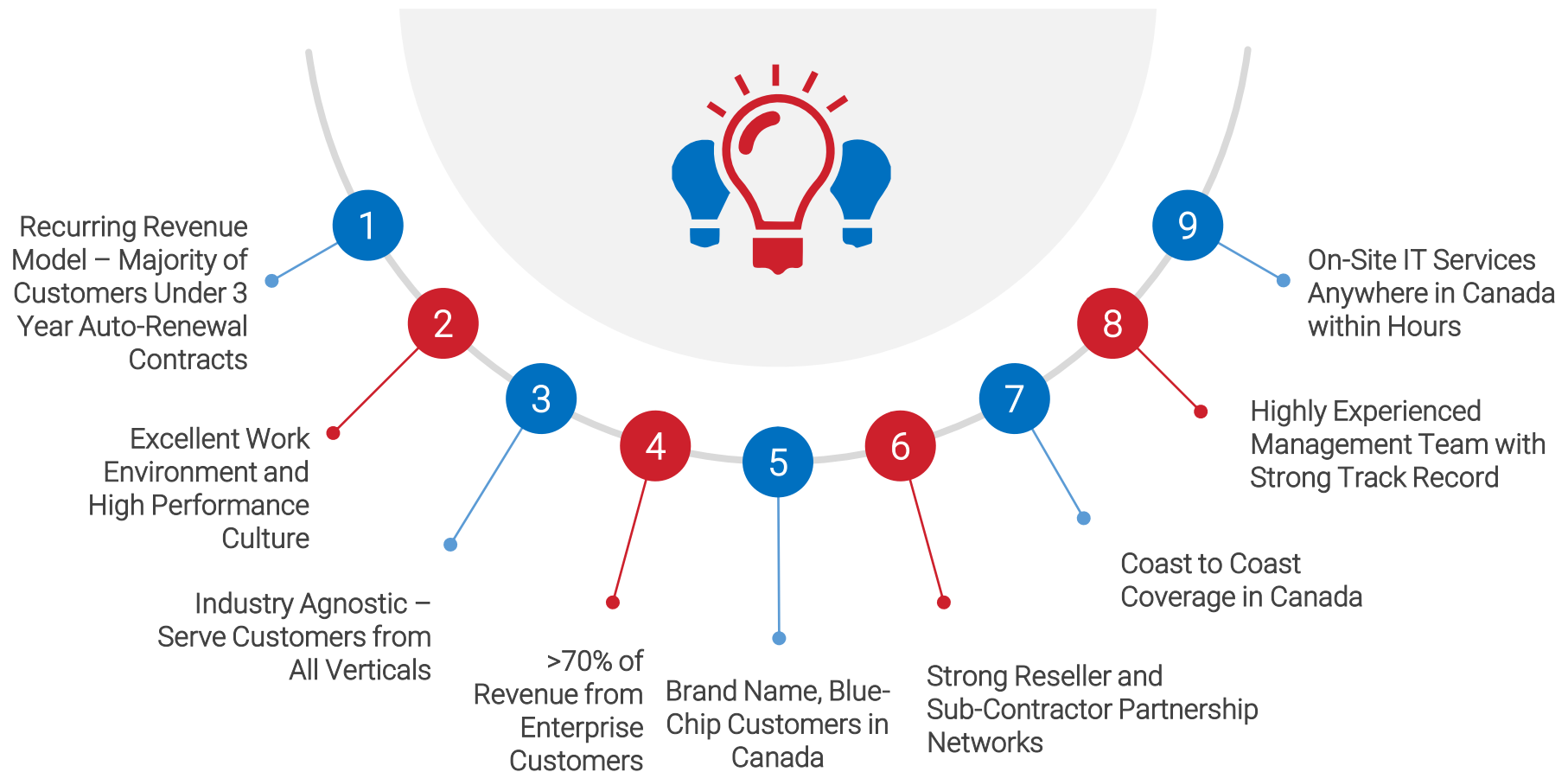


Clients in Canada  
and US

16%  
Adj. EBITDA

300+  
Active Accounts  
Year-Over-Year

# ACQUISITION OPPORTUNITY



# SHAREHOLDER OBJECTIVES

The shareholders are interested in a strategic buyer who has the resources to help accelerate the growth of the company

The shareholders are not involved in day-to-day operations but are open to assist through a reasonable transition period

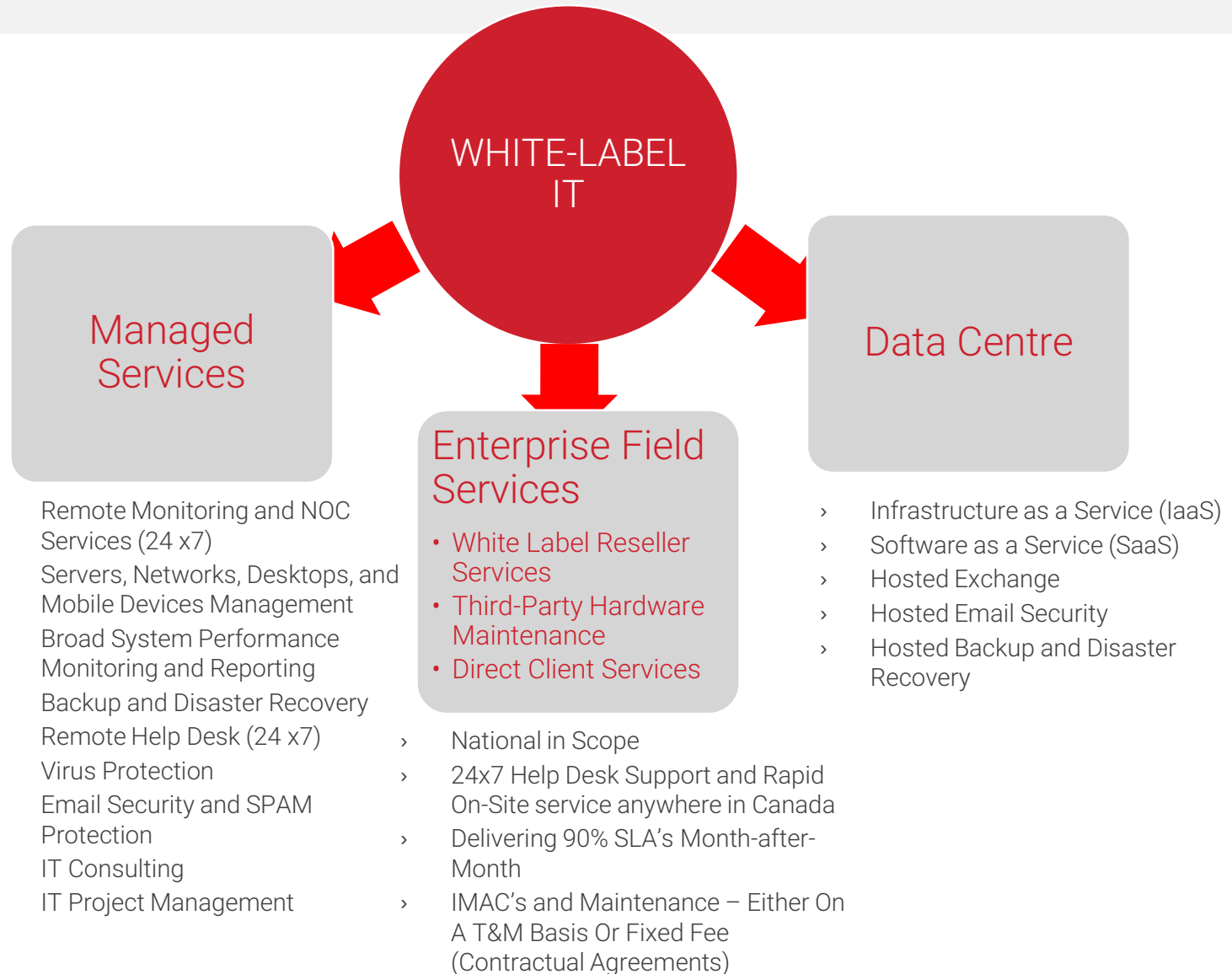


Preference is for a share sale and cash offers

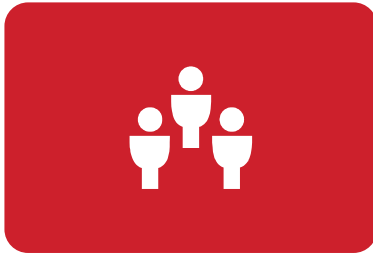
All serious offers will be explored

Desire for retirement and monetize equity

# EXPERTISE & SERVICE OFFERINGS



# TEAM



## TEAM

- › 22 Full Time Employees
- › Allocation -
  - › Management – 4
  - › Account Manager – 1
  - › Administration – 3
  - › Support – 12
  - › Development – 1
  - › Other\* – 1

\* This employee is not involved in day-to-day operations.



## POSITIVE ENVIRONMENT

- › Professional Work Environment
- › Enthusiastic Employees
- › Low Turnover



## Constant Improvement

- › Constant Learning Environment
- › Sharing Of Knowledge And Teamwork Approach To Complex Challenges

# CLIENTS



## Overview

- › 300+ Active Accounts Year-Over-Year
- › Diversified Enterprise Customer Base
- › Industry Agnostic – Serve Customers from All Verticals
- › Strong Case Studies and References



## Revenue Split

	FY2017	FY2018 (7 Months Ended Apr 30'18)
<u>Direct vs. Resellers</u>		
Direct	38.1%	47.7%
Resellers	61.9%	52.3%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>
<u>By Customer Type</u>		
Enterprises	74.7%	69.8%
SMBs	25.3%	30.2%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>
<u>By Geography</u>		
Canada	91.8%	93.2%
US	8.2%	6.8%
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>

# FINANCIAL HIGHLIGHTS

\$ CDN	2015	2016	2017	2018P	2019P
Total Revenue	\$4.4m	\$4.3m	\$4.2m	\$4.2m	\$4.3m
Gross Margin	49.4%	49.4%	48.5%	49.2%	49.5%
Adj. EBITDA	621K	601K	491K	654K	682K
Adj. EBITDA Margin %	14%	14%	12%	16%	16%
Recurring Revenue	59%	60%	57%	57%	57%



OF NOTE

- › Stable Revenues
- › Profitable Year-Over-Year
- › Recurring Revenue Model – Majority of the Customers are Under 3 year Auto-Renewal Contracts



# WHITE-LABEL IT WILL BE OF INTEREST TO

The company is well positioned for acquisition by a larger synergistic organization (domestic or international) that:



- ➔ *Wants to leverage a loyal, diversified client-base of Enterprise companies to cross-sell other services;*
- ➔ *Seeks to establish or expand their presence as a Managed Services provider;*
- ➔ *Seeks access to large reseller clients requiring IT Support across Canada;*
- ➔ *Seeks a highly skilled core technical team and several hundred specialized sub-contractors;*
- ➔ *Wants to establish or expand their coast-to-coast footprint in Canada.*

# INTERESTED?

## WHITE-LABEL IT & TEQUITY

WHITE-LABEL IT has retained Tequity to explore its options and evaluate interested acquirers. A substantial amount of detailed information to assist in your analysis has been accumulated in our Virtual Data Room. Qualified prospective acquirers will be required to sign a Non-Disclosure Agreement and provide information that illustrates their credibility in being able to complete a transaction.

Should you have an interest in exploring this opportunity, we welcome the chance to speak with you.

For more information please contact:

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