

Mothership

The best place for
digital-native brands to grow



Overview



An opportunity to get into the booming
ecommerce rollup space

A differentiated strategy to deliver
faster growth and more value

An experienced team of founders
and multi-channel marketers

2025 revenues of £500m, representing
a circa 200% 5-year CAGR



A multi-
billion dollar
opportunity



Hundreds of new billion-dollar companies will be built in the \$14tn global consumer goods market: on and off Amazon. Why?

- **Massive growth in e-commerce**
- **Traditional brands are bad at digital marketing**
- **Each generation wants their 'own' brands**
- **New product categories are emerging**

We will be buying and building a number of brands in this space: *it's not winner takes all*



Building truly multi-channel brands



The 'plain vanilla' Amazon FBA acquire-and-optimize strategy will get harder and harder

Multi-channel is a bigger opportunity:

- **Additional profit**
- **Better protective moats & more value creation**
- **Reduces Amazon dependency and risk**
- **Enables us to outbid competition for the right opportunities because we can create more value**

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A team of
successful
founders,
multi-channel
marketers, plus
data and tech
experts



TITUS SHARPE
EXECUTIVE CHAIRMAN
Built MVF to 500 multi-channel digital
marketing experts and £100m+ revenue



BEN FLETCHER
CHIEF EXECUTIVE OFFICER
Serial Entrepreneur & Investor



ALEX LYNCH
PPC DIRECTOR
Ex MVF



IAN PIERCE
CREATIVE DIRECTOR
Ex Spoke



SIMON VENTURI
TECHNICAL DIRECTOR
MVF Co-Founder



LAURENCE BOOTH-CLIBBORN
GROWTH MARKETING DIRECTOR
Ex MVF & iwoca



SUTHE YOGALINGAM
DIRECTOR OF DATA & ANALYTICS
Ex MVF, Expedia, Notonthehighstreet &
Remitly





The MVF Advantage



MVF is a performance marketing organisation doing £100m+ revenues across 80 sectors that are multi-channel and multi-geography / 90% organic revenues

10% M&A revenues across 7 acquisitions

MVF provides a blueprint operating model for The Mothership

MVF is in the top 10 largest European media buyers on:
Google, Facebook, Snap, Twitter, YouTube,
Outbrain, Taboola, Pinterest, LinkedIn



No. 1 / 2013
278% Compound
Growth Over 3 Years



No. 1 / 2020
Scored highest on L&D, Team,
Managers, Personal Growth in all UK

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Our recruitment advantage



Our experienced founders have access to a massive talent pool from previous companies

6 superstars from MVF in the founding team
plus 3 from Fast Growth Icons

Removes recruitment bottleneck, increases speed to hire and reduces costs of failed hires



Growth ethos



Long-term profit focus

Quality not quantity: focus on opportunities that can generate a minimum £10m Gross Profit in 2-3 years

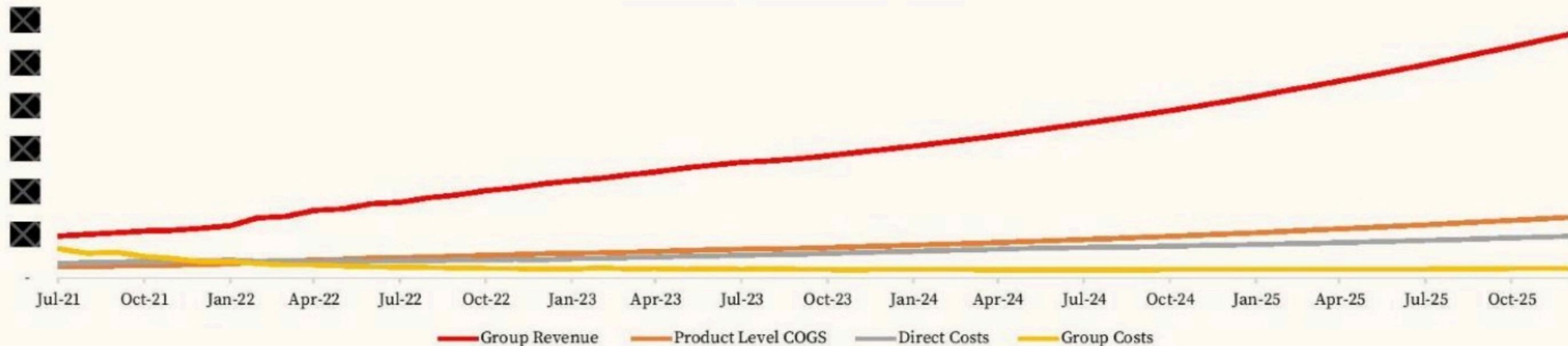
Focus on tech and analytics to drive speed and effectiveness

Hypothesis-based testing for rapid growth

Develop scalable processes to remove bottlenecks

Efficiencies of Scale

Per acquisition trend (£'000)



An increasing portfolio size gives access to revenue and cost synergies such as...

- **Improved purchasing power** – which leads to a reduction in direct costs and COGS
- **Centralized support functions** managing finance and logistics creates efficiencies in overheads
- **Mothership brand managers** deployed into each portfolio company ensures consistency in delivery
- **Stabilization of working capital** requirements as inventory management is centralized and optimized
- **Instant access to quick wins** as data collected during marketing campaigns are recycled
- **Ability to cross sell** sector related products and use data for D2C marketing

Exit Options

Sector driven approach will build competitive assets with clear synergies in key sectors which will be attractive to strategic acquirers

Strategic

1

Mothership's profitable, non-cyclical businesses with strong cashflow generation and capacity to support debt will be attractive to PE as either platform or bolt-on targets

PE

2

Acquisition by larger aggregator seeking European or sector exposure; disclosed funding to acquire ecommerce businesses stands at over \$6bn

Aggregator

3

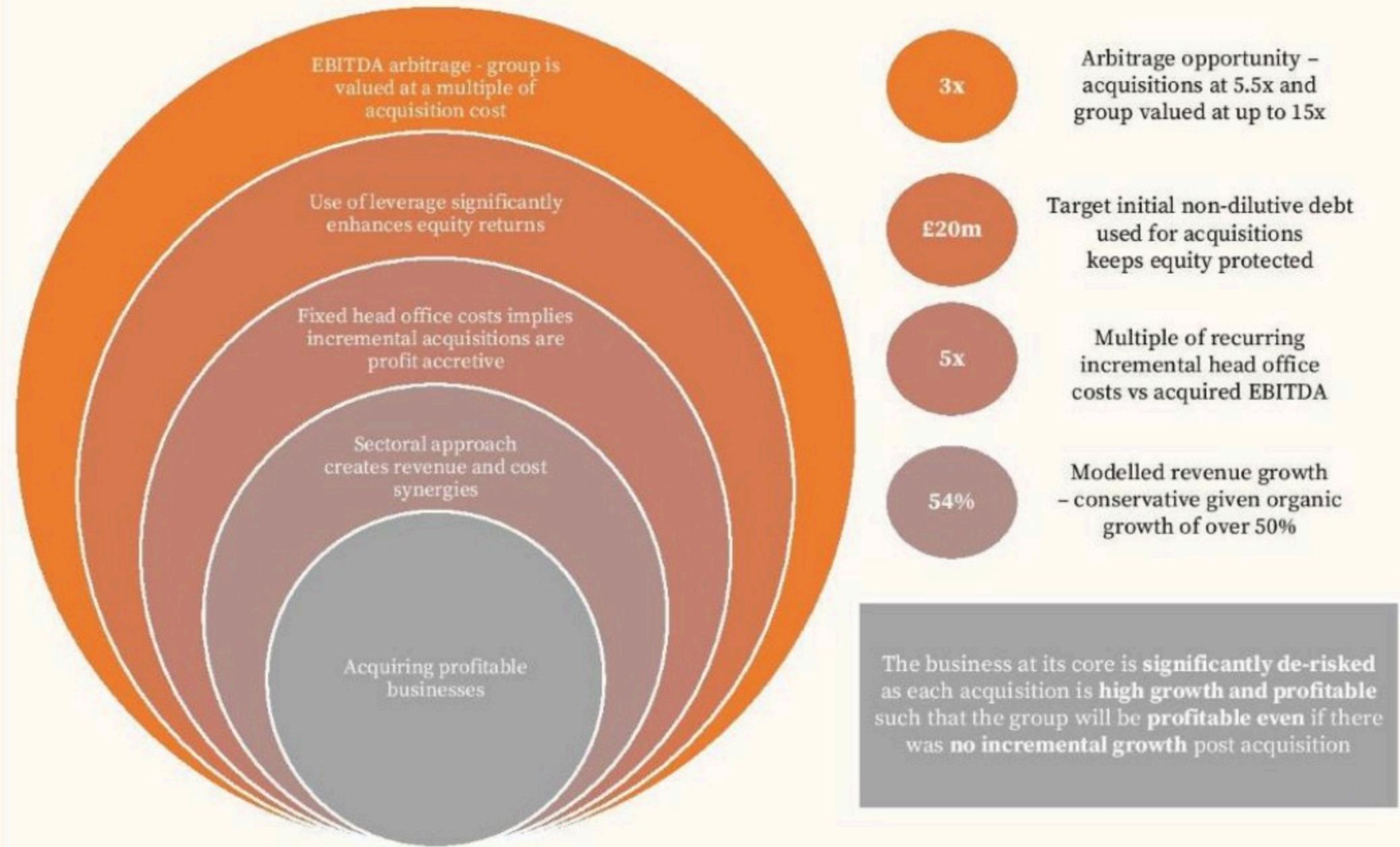
Favourable macro factors such as growth in consumer spending and ecommerce marketplaces could support an IPO and provide access to wider pool of capital to facilitate further acquisitions

IPO

4



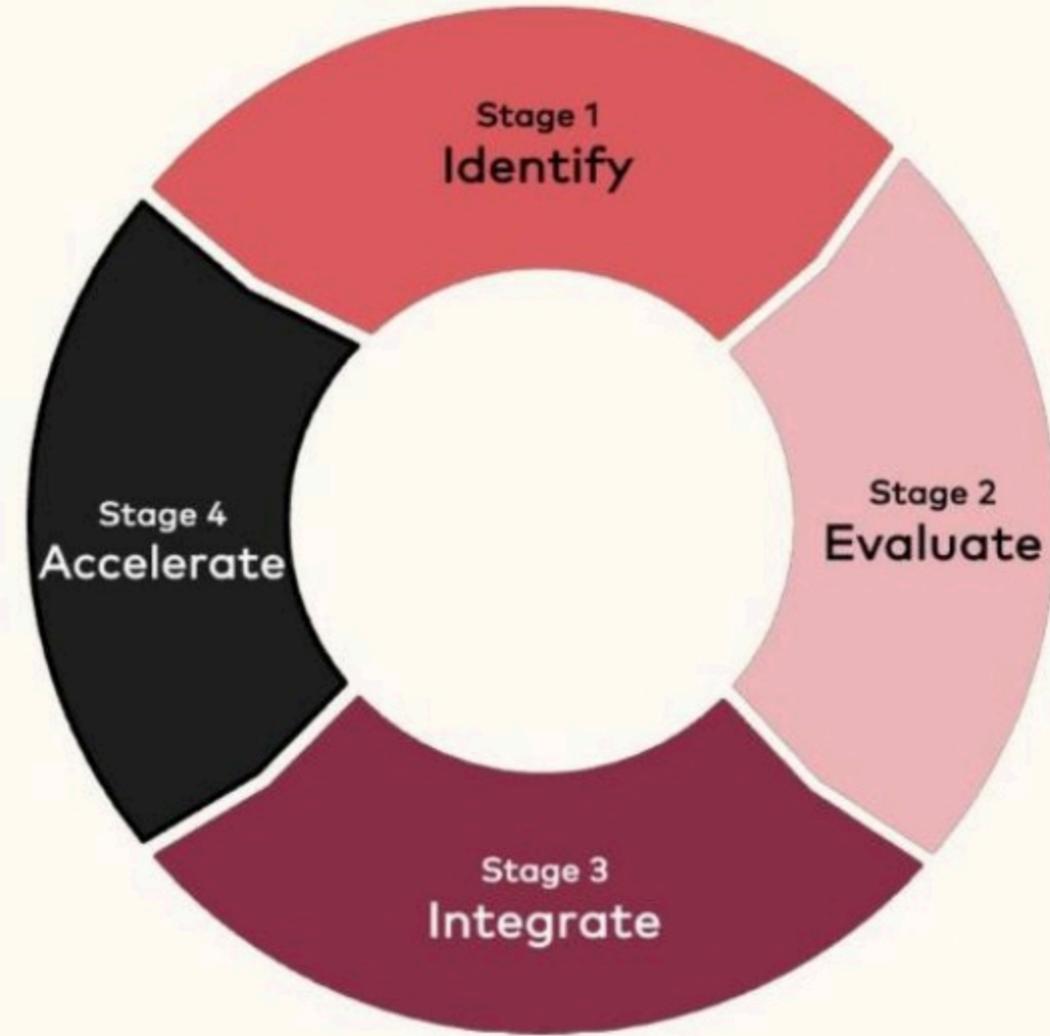
Investor returns





Optimised
processes
driven by Tech
& Data

Optimise and accelerate
using automated
marketing, customer,
product & logistics
insights



Source new product ideas, emerging trends and potential acquisitions ahead of the competition

Stage 1
Identify

Efficiently assess the size of an opportunity based on scale of growth levers and make investment decisions

Stage 2
Evaluate

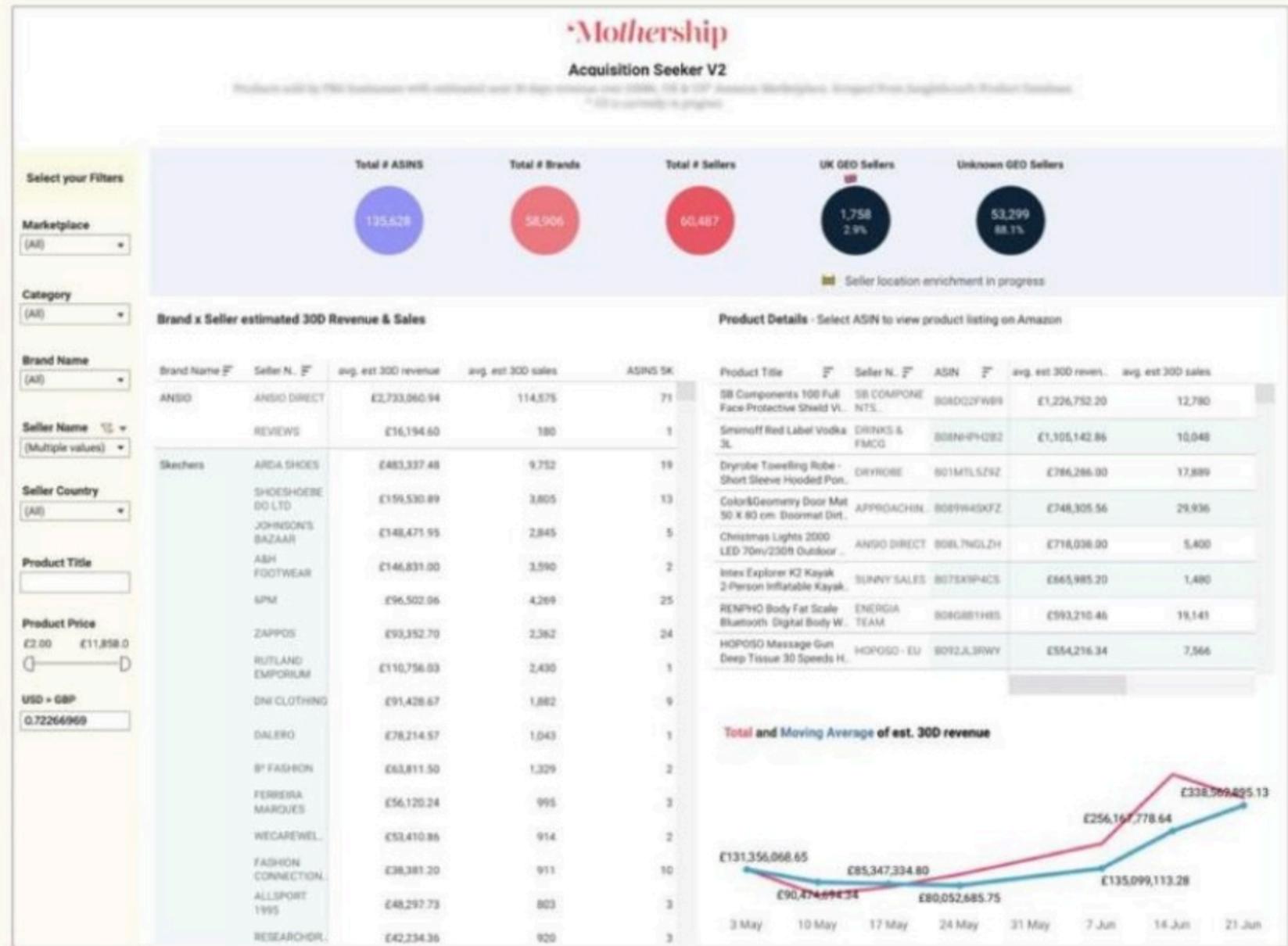
Seamlessly integrate acquisitions by deploying The Mothership 55-step integration process, rapidly collecting data in order to maximise returns

Stage 3
Integrate

Stage 4
Accelerate



Optimised processes driven by Tech & Data



ASTA

Our custom developed tool, **Acquisition Source Tracker and Analyser (ASTA)**, enables us to scan ecommerce platforms and identify brands which satisfy our acquisition criteria

5 million

Housing **over 5 million data points**, ASTA enables us to focus on targets that satisfy our D2C and Amazon investment theses