

## INVESTMENT OPPORTUNITY: OPERATION BLUE WATER

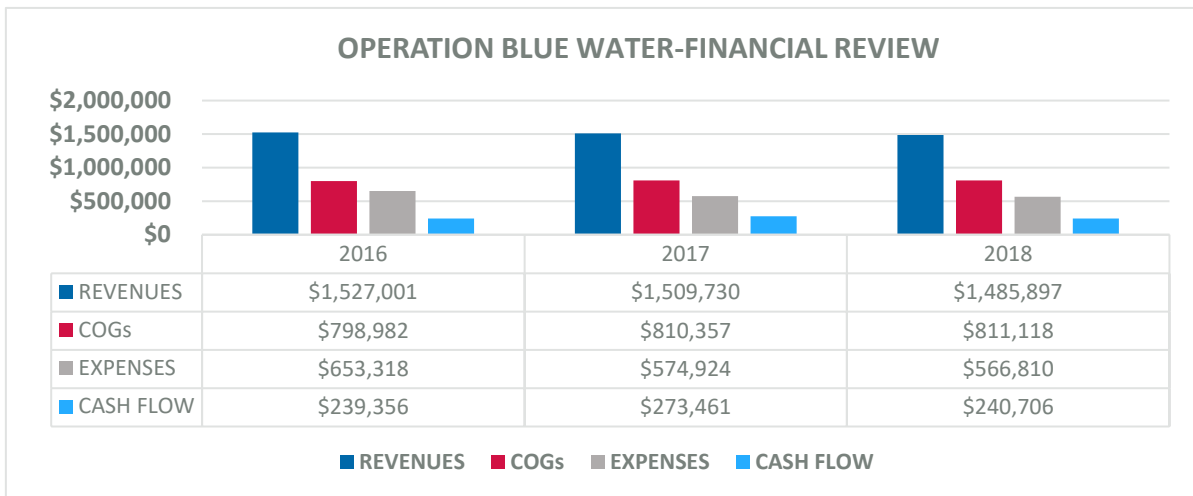
Provider of high-quality specialized recreational equipment, through retail and online channels, for enthusiasts around the world.

### Business Overview

Established almost four decades ago, BLUE WATER is a leading global supplier of top-brand water-related recreational equipment. Located in the northern Midwest, BLUE WATER has a dedicated and experienced team who are extremely knowledgeable about the sport and the equipment needs for various proficiency levels. This combined with superior product, robust e-commerce, loyal customers, and strong and steady financials over several years make this business a great ownership opportunity for the right buyer.

### Investment Highlights

- Established company with strong, positive industry reputation, loyal base of repeat customers and extensive word-of-mouth referrals
- Consistent revenues & seller's discretionary earnings and high profit margins relative to the competition
- Superior digital presence; website maintained in house
- More than 98 percent of sales come from e-commerce
- Owner has cultivated excellent relationships with industry manufacturers



**Exit Strategy:** Retirement

**Process:** A confidentiality Agreement and Buyer Financial Statement are required.

Please contact us to begin this process. Thank you.