

EX-859

FOUNDED 2004

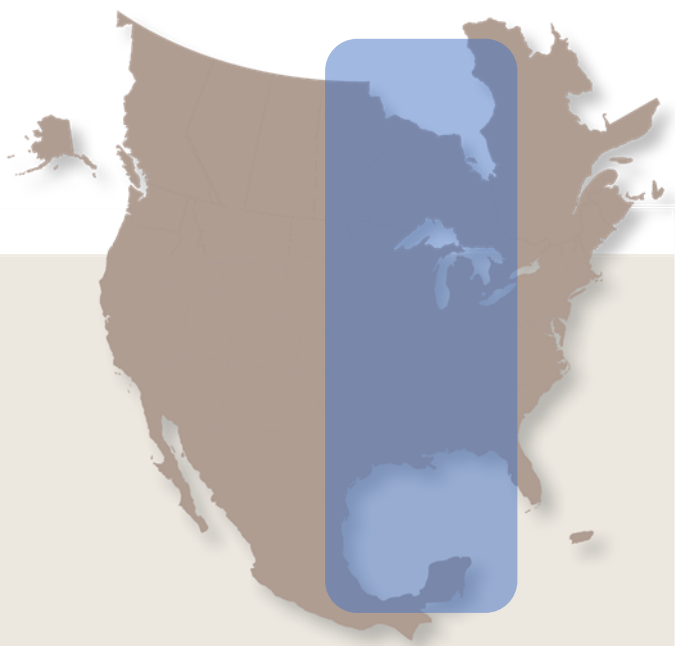
Key Highlights

- Agency serving growing automotive aftermarket sector for 20+ years
- Over 98% of revenue is recurring from contracted digital marketing services
- Strong in-house team has Google certifications and industry leadership in AI marketing

This established digital marketing agency specializes in providing services to the \$500+ billion automotive aftermarket sector, including OEMs, parts and accessories, and powersports components. Its core expertise includes paid search engine optimization (SEO), Amazon advertising, conversion rate optimization (CRO), and social media marketing.

The Company has enhanced its operational efficiency by developing proprietary reporting tools and advanced in-house analytics to increase the efficiency of account management. Closing out 2025, the agency has exceptionally low client churn and maintains a robust sales pipeline, driven by increased sales and marketing initiatives.

In addition, the Seller entered a partnership with a large network of 270+ business members, launching a new “Local Digital Marketing” service for smaller local businesses across the U.S. and Canada.



HEADQUARTERS

Midwest



OF EMPLOYEES



12

(Full-Time Employees)

3

(Contractors)

- Management
- Sales & Marketing
- Administrative
- Accounting/Finance
- Professional Services



PRODUCTS AND SERVICES

Primary Digital Marketing Services

- Paid Search Marketing
- Search Engine Optimization
- Conversion Rate Optimization
- AI Optimization / Generative Engine Optimization

Secondary Services

- Amazon Marketing Services
- Programmatic Advertising
- Email List
- Automotive Owner Mailing Lists

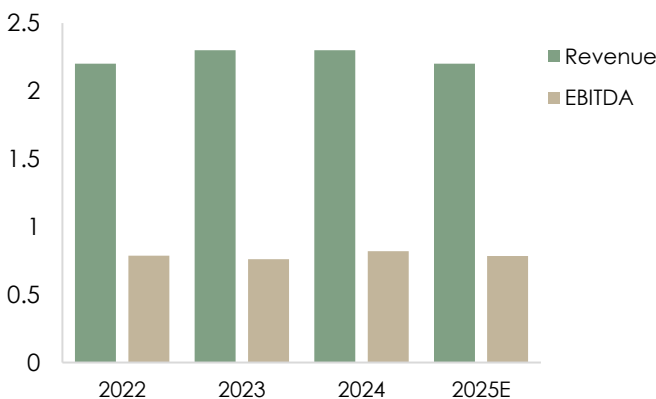
Tertiary Services

- Meta (Facebook & Instagram) Paid Marketing



FINANCIALS

2022-2025E



Description (\$M)	2022	2023	2024	2025E
Revenue	\$2.1M	\$2.3M	\$2.3M	\$2.2M
Gross Profit	\$525k	\$500k	\$574k	\$576k
Adj. EBITDA	\$787k	\$760k	\$819k	\$ 785k

% BY REVENUE TYPE (2025E)

Search/Amazon	69%	
SEO	29%	
Email	1%	
Vehicle Data	1%	

RECURRING REVENUE (\$M)

2022	\$2.10	
2023	\$2.18	
2024	\$2.30	
2025E	\$2.17	

INVESTMENT CONSIDERATIONS

- Long-term Stability and Significant Growth Potential:** The automotive aftermarket is valued at over \$500 billion, demonstrates steady expansion, resilience to economic downturns, and minimal vulnerability to fluctuations in gas prices. Projections indicate it will achieve a 5.2% Compound Annual Growth Rate (CAGR) from 2024 to 2028.
- Expert In-house Team:** New owners will benefit from a highly-skilled in-house team with expertise in paid search and data analytics. All team members undergo rigorous annual testing and certification by Google, ensuring they consistently meet industry standards.
- Local Digital Marketing:** Growth of new local search program targeted at brick-and-mortar automotive businesses: There are 43,000 automotive parts and accessories stores, and 130,000 general repair garages, specialized auto repair businesses, and independent body shops in the United States.
- Dependable Website Development and Management:** The automotive aftermarket relies heavily on outdated website platforms that struggle to match the functionality, flexibility, and support of modern systems like Shopify, WordPress, Magento, and BigCommerce. As these legacy systems lose ground, there is growing opportunity for dependable, specialized web development to bridge the gap between complex automotive requirements and the advanced capabilities of mainstream platforms.

SPECIALTY SERVICE PLATFORMS



END USER VERTICALS

Automotive Aftermarket

\$500B +
Industry

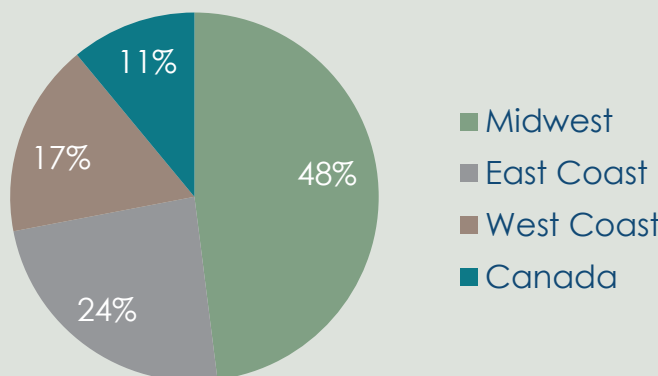


CUSTOMERS BY THE NUMBERS

CUSTOMERS: 47

RETENTION: 95%

BY LOCATION:



CUSTOMERS BY REVENUE

TOP 10

Company #1	11.8%	
Company #2	8.7%	
Company #3	5.4%	
Company #4	5.3%	
Company #5	4.1%	
Company #6	3.4%	
Company #7	3.3%	
Company #8	3.3%	
Company #9	3.1%	
Company #10	3.1%	

Total

52%

NEXT STEPS

To learn more about company EX-859 please sign the linked NDA and return to the ITX team. Our team will follow up with a mutually executed NDA and make an introduction to the company's CEO.

[Start NDA Now](#)

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[Asset Listing](#)



IT ExchangeNet