

FOR SALE



WHY?

Due to personal circumstances, we have decided to offer the two brands CHICKENDICK KITESURF & CHICKENLOOP KITESURF up for sale. We won't go into the details of the reasons for our decision, but you can be sure that it was not an easy one for us to make, since we have put a lot of love, passion and hard work into these two brands.

WHAT IS THE TIMING?

We will be accepting offers to purchase the company by **12/31/2019** at the latest and will decide on a buyer in the **first quarter of 2020** at the latest.

WHAT ARE YOU BIDDING ON?

- Full transfer of the rights for the 2 registered brands in Europe:
 - CHICKENDICK KITESURF
 - CHICKENLOOP KITESURF
- Famous kitesurfing fashion label
- Retail value of goods in the amount of **€150,000**

Product	Quantity	Retail value of goods
Zippers & hoodies	approx. 1,000	€80,000
Shirts	approx. 2,300	€70,000
Sum total:		€150,000

- Fully functional and designed WebShop – Shopify
- Installed logistics partner
- Robinson Hilario as the face of the brand
- Facebook & Instagram accounts
- 20 ambassador contacts
- Individually designed booth systems for trade fair appearances and retail trade sales systems
- 15 Kitesurf videos: https://www.youtube.com/channel/UC_T6OIaYye6-4IITLYe9_Ig/videos
- Active advertising in all McFIT & John Reed studios, 250 studios across Europe
- Various advertising media, displays, banners and product catalogs (master vector files)

- More than 1,000 lifestyle images
- No assumption of employees, current rental agreements or any other liabilities
- Supplier contacts

WHAT IS THE MARKET SITUATION?

- Kitesurfing is the fastest-growing water sport of recent years.
- Large companies such as Becks, Mercedes, Virgin, Red Bull etc. are increasingly focusing on this outstanding sport.

We offer the perfect framework for further expanding the brand and boosting sales. We are looking forward to your offers.

Your CDK team

Thomas, Martin and Daniel

