



BROTHERS MAIL ORDER INDUSTRIES CASE STUDY

Brothers has been acquired by Holley

OBJECTIVES & CUSTOMIZED PROCESS

FOCUS assisted Brothers, an e-commerce online retailer, to find an investor which would be able to continue the growth trajectory the Company embarked upon prior to the sale. FOCUS put together a comprehensive package telling the story of the company and its growth trajectory which created significant interest in the company creating the ideal situation for an auction to maximize transaction value. Our client was on a very specific timeline and identified an investor they wanted to work with quickly and chose to forego the entire auction process.



**300+ Targeted
Outreach**



**4 IOI's
1 LOI**



**45 Days
Due Diligence**



**100% Cash at
Close**

NEXT STEPS

FOCUS Investment Banking offers an investment banking process designed to deliver great outcomes to clients embarking on the most important and complex transactions of their lives.

To learn more about our Automotive Aftermarket investment banking services or to discuss your specific situation with no obligation please feel free to call:

Giorgio Andonian
Principal
Direct: 213-943-1395

Michael McGregor
Managing Director
Direct: 704-369-5900

We are happy to share our knowledge and help you understand your options. All conversations are strictly confidential.

*This announcement appears
as a matter of record only.*

BROTHERS
Your #1 Source for 1947-1967 Chevy & GMC Truck Restoration

has been acquired by

Holley

The undersigned initiated this transaction,
assisted in the negotiations,
and acted as financial advisor to
Brothers Mail Order Industries.

FOCUS
Investment Banking

Sell-Side Transaction Info

EBITDA & Revenue are not disclosed

CLIENT VOICE

"The team at FOCUS was so helpful and ready and willing to do whatever it took to get things done throughout this transaction. As my first, and possibly my last business sale, I appreciated the way they worked with me and my team at BROTHERS to make sure we were informed and involved with all aspects of the process. I look forward to seeing what's next for us and our new partnership with Holley."

Jim Flanders
Brothers, Co-Founder