

ONESTOP REPORT

SAGA GROUP LIMITED

14-Jan-2024

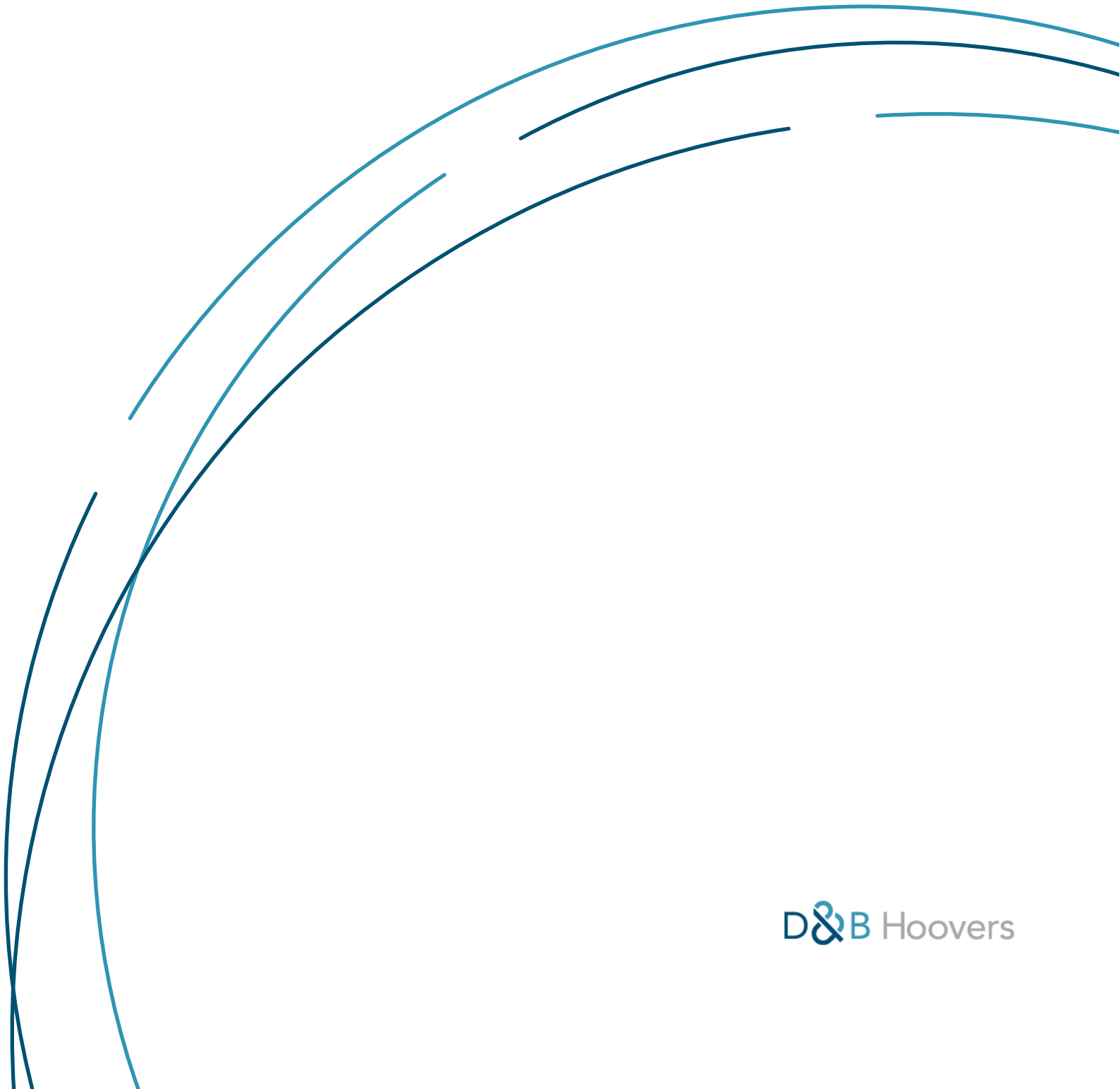


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# SAGA GROUP LIMITED

Folkestone, United Kingdom

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[travel.sales@saga.co.uk](mailto:travel.sales@saga.co.uk)

On TPS: No

Private Subsidiary • Headquarters • [★](#)Decision HQ

EMPLOYEES  
365 (Total) [🔄](#)

D&B LEGAL STATUS TYPE [i](#)  
Corporation

PARENT  
[SAGA LEISURE LIMITED](#)

GLOBAL ULTIMATE  
[SAGA PLC](#)

CORPORATE LINKAGE  
[29 Companies](#)

INDUSTRY  
[Holding Companies](#)

SALES [i](#)  
29.74M [A](#)  
0.57B (Global Ultimate Total) [A](#)

FISCAL YEAR END  
31-Jan-2023

REPORTING CURRENCY  
GBP

TOTAL ASSETS  
1.33B

D-U-N-S® NUMBER  
21-613-8966

ADDRESS  
  
The Saga BuildingEnbrook Park,  
Sandgate High Street, Sandgate  
Folkestone, CT20 3SE United  
Kingdom  
  
(Primary Address)  
  
**Latitude:** 51.0751  
**Longitude:** 1.15403

## Company Summary

### Business Description

Saga gives the over-50 set historic tales to tell. The company, which got its start organizing holiday trips for retirees, offers a wide range of products and services aimed at people aged 50 and over. Saga Services is its insurance and finance arm, offering auto, home, and medical insurance for that age group, as well as savings and investment services. The group's publishing arm produces Saga Magazine, which covers entertainment and current events of interest to older people. Saga Holidays offers cruises, tours, and resort deals. The company also offers telephone services and online dating. Saga was a subsidiary of Acromas Holdings until it was spun off and went public in mid-2014.

Source: D&B

Industry

D&B HOOVERS INDUSTRIES	NAICS 2022
Holding Companies	551112 - Offices of Other Holding Companies
ANZSIC 2006	UK SIC 2003
6240 - Financial Asset Investing	7415 - Management activities of holding companies
US 8-DIGIT SIC	UK SIC 2007
67190000 - Holding companies, nec	7010 - Activities of head offices
ISIC REV 4	US SIC 1987
642 - Activities of holding companies	6719 - Offices of Holding Companies, Not Elsewhere Classified
NACE REV 2	
7010 - Activities of head offices	
View All	

Company Identifiers

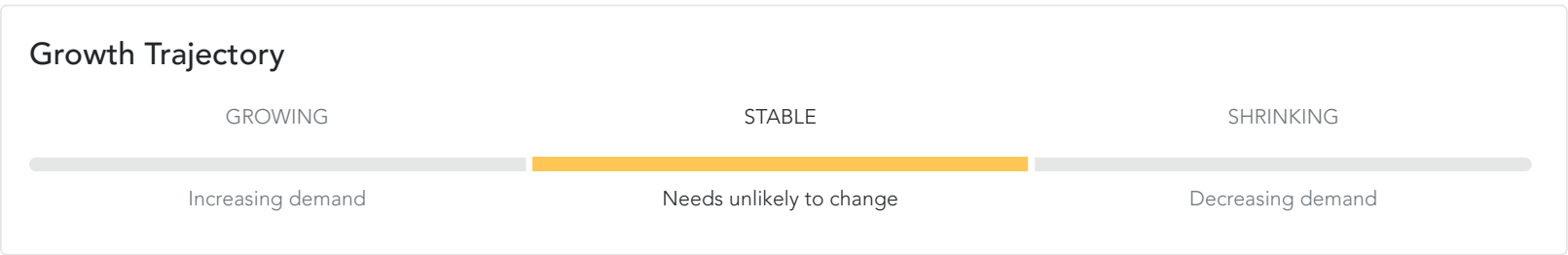
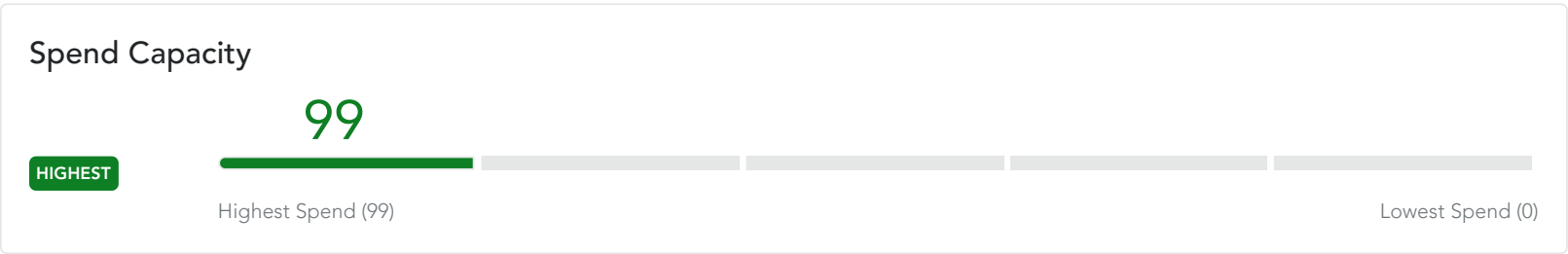
D-U-N-S® NUMBER  
216138966

LEI NUMBER


COMPANIES REGISTRY OFFICE NUMBER (GB)  
00638891

Corporate Highlights

TRADESTYLE Saga Group	IMPORT/EXPORT STATUS Both Imports & Exports
PARENTD-U-N-S® NUMBER 504297672	SALES 1 YEAR GROWTH (33.78)%
GLOBAL ULTIMATED-U-N-S® NUMBER 219783279	EMPLOYEES 1 YEAR GROWTH (12.89)%
DOMESTICULTIMATED-U-N-S® NUMBER 219783279	YEAR FOUNDED 1951
AUDITOR KPMG LLP	PREScreen SCORE LOW RISK



Top Competitors



AVESCO SERVICES LIMITED

Crawley, United Kingdom



TIME OUT DIGITAL LIMITED

London, United Kingdom

[View Competitors Report](#)

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# Corporate Overview

Key ID <sup>SM</sup> Number: 42248229

## Key Corporate Relationships

AUDITOR

KPMG LLP, Auditor History, KPMG LLP, 31-Jan-2023, GBP(mil), Audit Fees:, 0.1, Audit Fiscal Year:, 01-31-2023

## Industry Codes

ANZSIC 2006

**6240 - Financial Asset Investing (Primary)**

6420 - Auxiliary Insurance Services

ISIC REV 4

**642 - Activities of holding companies (Primary)**

6629 - Other activities auxiliary to insurance and pension funding

NACE REV 2

**7010 - Activities of head offices (Primary)**

6622 - Activities of insurance agents and brokers

NAICS 2022

**551112 - Offices of Other Holding Companies (Primary)**

524210 - Insurance Agencies and Brokerages

UK SIC 2003

**7415 - Management activities of holding companies (Primary)**

6720 - Activities auxiliary to insurance and pension funding

UK SIC 2007

**7010 - Activities of head offices (Primary)**

6622 - Activities of insurance agents and brokers

US 8-DIGIT SIC

**67190000 - Holding companies, nec (Primary)**

64110000 - Insurance agents, brokers, and service

US SIC 1987

**6719 - Offices of Holding Companies, Not Elsewhere Classified (Primary)**

6411 - Insurance Agents, Brokers, and Service

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entertainment and current events of interest to older people. Saga Holidays offers cruises, tours, and resort deals. The company also offers telephone services and online dating. Saga was a subsidiary of Acromas Holdings until it was spun off and went public in mid-2014.

Source: D&B

Financial Summary		
Financials In	GBP(mil)	1 Year Growth
Sales	29.7, Net Income:, 54.7	-33.8%
Assets	1,326.5, Current Assets:, 1,206.7, Fixed Assets:, 119.8, Long Term Debt:, 1.7, Total Liabilities:, 732.9, Issued Capital:, 3.6, Working Capital:, 1,077.0, Net Worth:, 586.0	NA
Date of Financial Data	31-Jan-2023	

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# Industry Overview

Powered by  First Research

## Management of Companies & Enterprises

### Fast Facts

Companies in this industry manage the operations of other companies or enterprises and may have an equity stake or controlling interest in the managed firm. Major companies include Berkshire Hathaway and Icahn Enterprises (both based in the US), Sweden's Investor AB and Canada's Onex

Top countries for companies seeking management and investment opportunities include Singapore, the UK, Poland, Indonesia, India, Australia, Philippines, the US, Malaysia, and Czech Republic, according to the CEO Magazine. Political uncertainties in some emerging regions, such as the Middle East and Africa, can pose risks that outweigh potential returns and cause investors to look elsewhere.

The US management of companies and enterprises industry includes about 60,000 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about \$120 billion.

More specific coverage of investment firms, which are included in the industry, can be found in a separate industry profile. Holding companies of various types also are included in the industry. See the Venture Capital profile for information on that industry.

[View A Glossary of Acronyms](#)

### Industry Growth Rating HIGH



Reflects snapshot of industry performance vs. industry risk over the next 12 to 24 months relative to other U.S. industries, along with short descriptions of vital demand and risk factors influencing the industry. Use to quickly determine the overall projected health of an industry.

- Demand: depends on business activity.
- Need efficient operations, effective capital allocation.
- Risk: dependence on key executives.

[View Financial Information](#)

[View Challenges, Trends & Opportunities](#)

### Industry Indicators

US corporate profits, which affects corporate investment activity, fell 6.50% in the second quarter of 2023 compared to the same period in 2022.

### Industry Forecast

Revenue (in current dollars) for US company management activities is forecast to grow at an annual compounded rate of 6% between 2023 and 2027, based on changes in physical volume and unit prices.

Data Published: August 2023.





First Research forecasts are based on INFORUM forecasts that are licensed from the Interindustry Economic Research Fund, Inc. (IERF) in College Park, MD. INFORUM's "interindustry-macro" approach to modeling the economy captures the links between industries and the aggregate economy.

Top Challenges & Talking Points

Vulnerable to Economic Cycles

The success of a holding company depends on profits from the assets the company owns.

💬 How does the company respond to changing economic conditions?

Dependence on Key Executives

Companies assemble highly skilled senior management teams with the expertise to run their businesses and rely on them.

💬 How dependent is the company on key executives?

Targeting Investments

Selecting businesses investments is critical for companies that take an equity stake or controlling interest in the firms they manage.

💬 How does the firm select investment targets?

[View More Business Challenges](#)

Top Opportunities & Talking Points

Undervalued Assets

Some companies specialize in managing businesses that are undervalued because they have the most potential for growth.

💬 What opportunity does the company see in undervalued assets?

Emerging Markets

Increased urbanization and a stabilizing middle class, among others, is making emerging economies an attractive opportunity for management companies.

 What is the company's strategy with regard to emerging markets?

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**Data-Savvy Management**

The ability to comb through vast amounts of data is an important new business tool especially for management companies.

 How does the company use data to inform business decisions?

[View More Industry Opportunities](#)

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**Executive Talking Points**

[View More Talking Points & Executive Insight](#)

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# Industry Description

## Management of Companies & Enterprises

### Industry Description

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### Competitive Landscape

Demand is driven by business activity and potential returns on investment. The profitability of individual firms depends on efficient operations and the ability to identify targets for investment. Large firms have advantages in access to capital. Small firms can compete by specializing in niche industries or geographies.

### Products & Operation

Major services may include strategic or organizational planning and decision-making, as well as establishing and monitoring corporate governance efforts. However, some companies have minimal involvement in the day-to-day business activities of the company. For example, investment firms typically focus on tasks such as capital allocation and choosing chief executives for operating businesses. Majority of the sector's revenue comes from: trading securities and commodity contrast, which accounts for 50%; gains from non-financial-assets sold (10%); financial management consulting and implementation services (10%); and rental and leasing of non-residential space in buildings (10%). Other segments include bundled head-office services, franchising, and government donations, among other, which account for roughly 5% or more each.

Other establishments in this industry may perform activities that are often undertaken in-house by companies in many sectors of the economy. Consolidating administrative functions can help companies under common ownership operate more efficiently.

Qualified personnel are necessary to manage and operate various businesses, including executing business plans and serving customers, suppliers, and other stakeholders. Companies are also dependent on key employees to make major investment and capital allocation decisions. Technology Other asset management companies are also using new technology such as applied intelligence (AI) and analytics. The incorporation of these technologies help companies decrease costs as well as increase the flexibility and adaptability to aid objectives. Analytics help companies anticipate the demands and behavior of customers.

Cloud management and digitalization has been the focus of companies including business management of companies. Executives of companies are shifting towards the use of C-suite or cloud initiatives. According to a survey by the Harvard Business Review, seven out of ten companies have confidence in their cloud migration. Aside from cloud computing, companies are also maintaining their continued digital transformation.

### Sales & Marketing

Customers may include major institutional investors. Sales and marketing activities may involve direct outreach to potential acquisition targets.

Finance & Regulation

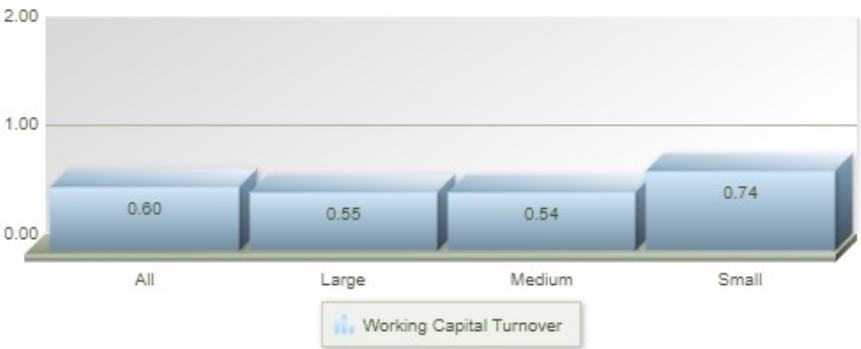
Return on investment (ROI) is a key measure of a firm's success, as are the financial results of the companies under management. The most significant assets are subsidiaries. Assets also include cash and cash equivalents and equity and other investments held by subsidiary companies.

Regulation

Companies are subject to industry-specific regulations of their subsidiary holdings. The financial services industry is highly regulated. Investment firms are overseen by the US Securities and Exchange Commission and equivalent regulatory bodies in Europe, Asia, and other regions.

Working Capital Turnover by Company Size

The working capital turnover ratio, also known as working capital to sales, is a measure of how efficiently a company uses its capital to generate sales. Companies should be compared to others in their industry.



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Regional & International Issues

Top countries for companies seeking management and investment opportunities include Singapore, the UK, Poland, Indonesia, India, Australia, Philippines, the US, Malaysia, and Czech Republic, according to the CEO Magazine. Political uncertainties in some emerging regions, such as the Middle East and Africa, can pose risks that outweigh potential returns and cause investors to look elsewhere. Major companies based outside the US include Canada's Onex and Sweden's Investor AB.

The industry's reliance on highly trained management professionals makes hiring a crucial challenge, one that is magnified as companies expand geographically. An executive with the necessary experience and education to work in one market may lack the language skills or knowledge of local business practices to operate in another.

Firms may form partnerships with local operators or turn to subcontractors to establish a presence in a new region. Acquisitions in foreign markets come with unique risks. Companies may be challenged with complying with local regulatory and legal requirements, and integration of new operations can require significant resources.

In the US, states with significant concentrations of firms that manage companies and enterprises include financial and technology centers such as Alaska, California, Texas, Florida, Pennsylvania, and Illinois.

Human Resources

Average industry wages in the US are moderately higher than the national average. High-level professionals in the industry generally have advanced education and management training.



Industry Employment Growth - Bureau of Labor Statistics



Average Hourly Earnings & Annual Wage Increase - Bureau of Labor Statistics

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# Quarterly Industry Updates

Powered by  **First Research**

## Management of Companies & Enterprises

NOV 20  
2023

### Quarterly Update Question

 CEO: How important is maintaining corporate culture at the firm's subsidiary companies?


Firms use their equity position in subsidiary companies to guide and influence the company's growth.

 CEO: How does the firm decide how to allocate capital?

Firms allocate capital based on a variety of factors, such as the type of business, the expertise of management, and the company's competitive landscape.

 CFO: How does the company maintain financial oversight of its subsidiaries?

Companies must closely monitor the economy in general as well as the finances of its subsidiary companies in order to maximize profits and mitigate risk.

 CFO: What does the company do to mitigate risks that affect its holdings?

Firms that manage or invest in other companies are exposed to a high amount of risk.

 CIO: How does the firm ensure that its data is secure?

Companies usually establish data backup and disaster recovery systems to prevent loss of data.

 CIO: What technologies contribute to the company's investment strategy?

Companies may rely on advanced data analytics, visualization, and forecasting tools to make sound investment decisions.

 HR: What strategies have helped the firm recruit and retain top-quality personnel?

Companies depend upon highly skilled employees to develop and implement successful investment strategies.

 HR: How does the company keep its compensation programs competitive?

Companies may compete vigorously for the top graduates of business schools.

 Sales: What strategies have helped the company identify potential acquisition targets?

Companies identify acquisition targets based on a variety of criteria, including potential for growth.

 Sales: What types of organizations does the company partner with to raise capital for investing?

Companies often raise capital in partnership with major investors such as pension funds, university endowments, or charitable organizations.

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# Executive Insight

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## Management of Companies & Enterprises

### Chief Executive Officer - CEO

#### Maintaining Corporate Culture

Firms use their equity position in subsidiary companies for the purpose of guiding and influencing the company's growth. Industry leader Berkshire Hathaway states that it is responsible for setting the appropriate "tone at the top" messaging responsible for company strategy and operating philosophy.

#### Capital Allocation Decisions

Companies allocate capital based on a variety of factors, such as the type of business, the expertise of management, and the company's competitive landscape. Some investors, such as Icahn Enterprises, adopt an activist investment strategy by targeting companies that they believe to be undervalued in the marketplace and take steps designed to unlock value, including tender offers, proxy contests, and demands for management accountability.

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### Chief Financial Officer - CFO

#### Conducting Financial Oversight

Companies must closely monitor the economy in general as well as the finances of subsidiary companies to maximize profits and mitigate risk. Key sources of revenue include interest, dividends, and capital gains from asset sales. Operating businesses are subject to cycles affecting the economy and the industries in which they operate.

#### Mitigating Risk

Besides the general risk inherent in any investment strategy, companies are exposed to additional risks through their subsidiaries. Companies that operate in highly regulated industries, for example, can create risks for parent firms. Changes in public policy can affect the value of investments in these companies.

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### Chief Information Officer - CIO

#### Maintaining Data Security

Financial information is susceptible to data theft and other security breaches, and firms could be liable if their data is compromised. Companies usually establish data backup and disaster recovery systems to prevent loss of data.

#### Implementing Technologies

Companies may rely on advanced data analytics, visualization, and forecasting tools to make sound investment decisions. Managers who know how to collect, analyze, and understand big data can make better-informed decisions.

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### Human Resources - HR

#### Recruiting Top-Quality Staff

Companies employ individuals with expertise in business operations, investing, and legal services and depend upon their ability to develop and implement successful strategies. Poor decisions made by employees may cause companies to incur losses or to miss profit opportunities.

**Maintaining Competitive Compensation Programs**

Compensation in the industry is significantly higher than the national average. High-level professionals in the industry generally have advanced education and management training. Companies may compete vigorously for the top graduates of business schools.

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**VP Sales/Marketing - Sales**

**Assessing Acquisition Targets**

Selecting companies for investment is a critical concern. Companies base their decisions on a variety of criteria and must accurately assess a target acquisition's potential for growth. Sales and marketing activities may involve direct outreach to potential acquisition targets.

**Identifying Potential Partners**

Companies assemble the capital to acquire and control target firms. Because a large amount of capital is often required, it must often be raised in partnership with major investors such as pension funds, university endowments, or charitable organizations.

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# Challenges, Trends & Opportunities

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## Management of Companies & Enterprises

### Business Challenges

#### Vulnerable to Economic Cycles

The success of a holding company depends on profits from the assets the company owns. This in turn depend on the health of the overall economy. During recessions such as COVID-19, corporate profits may fall significantly, making management of companies difficult. Delinquencies, falling asset values, and cutbacks on investments are higher during economic slowdowns. Investors, corporations, and customers are all likely to have financial difficulties during a recession.

#### Dependence on Key Executives

Companies assemble highly skilled senior management teams with the expertise to run their businesses and rely on them. Meanwhile, some investment firms and holding companies are identified so strongly with their founders or CEOs that they depend on those individuals for their continued success. Berkshire Hathaway is considered synonymous with famed investor Warren Buffett. Carl Icahn's Icahn Enterprises is similarly reliant upon its namesake.

#### Targeting Investments

Selecting businesses investments is critical for companies that take an equity stake or controlling interest in the firms they manage. Companies base their investment decisions on a variety of criteria and must accurately assess a target acquisition's potential for growth or divestment. Many investment firms have a hands-off approach to running subsidiaries, but others engage more directly.

#### Allocating Resources

Capital allocation decisions are another key area of responsibility for the management of companies and enterprises. Managers and investors must prioritize expenditures to ensure they contribute to the company's growth and profitability. Success depends on making the right choices about how to allocate resources.

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## Business Trends

### Agile Transformations

With its roots in software development, the agile framework has been adopted by general management as a way to approach projects through dynamic team work, according to Cast Software. The agile method represents a shift from more static management styles, designed for businesses to be nimbler and flexible as they respond to changes in the organization and the introduction of new technologies. Agile transformations are being implemented in many companies across a variety of industries.

### Sustainable Business Practices

A growing interest in environmental sustainability is driving corporate decision-making. Managers are adopting more green policies and practices to minimize the negative impact their business has on the environment. Sustainability efforts may include working toward goals of zero emissions, waste, and discharge while using measures that can also reduce costs, minimize risks, and increase resilience.

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## Industry Opportunities

### Undervalued Assets

Some companies specialize in managing businesses that are undervalued because they have the most potential for growth. Opportunities may arise from companies that experience disappointing financial results, liquidity or capital needs, lowered credit ratings, revised industry forecasts, or legal complications. Often, companies are considered undervalued due to underperforming management teams; such organizations may benefit the most from companies specializing in the management of enterprises.

### **Emerging Markets**

Increased urbanization and a stabilizing middle class, among others, is making emerging economies an attractive opportunity for management companies. Opportunities vary by region and are shaped by the economic and regulatory environments. Countries in the Asia/Pacific region, including Malaysia, Singapore, Indonesia, and the Philippines are attracting the interest of investment firms looking to expand internationally, according to PERE Investor Perspectives.

### **Data-Savvy Management**

The ability to comb through vast amounts of data is an important new business tool especially for management companies. Managers who know how to collect, analyze, and understand "Big Data" can make better-informed business decisions. Such data-related skills are key to approaching a wide range of business disciplines, including strategy, marketing, entrepreneurship, supply chain, and accounting.

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# Call Prep Questions

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## Management of Companies & Enterprises

▼ Talking Points



**How does the company respond to changing economic conditions?**

The success of a holding company depends on profits from the assets the company owns.



**How dependent is the company on key executives?**

Companies assemble highly skilled senior management teams with the expertise to run their businesses and rely on them.



**How does the firm select investment targets?**

Selecting businesses investments is critical for companies that take an equity stake or controlling interest in the firms they manage.



**What opportunity does the company see in undervalued assets?**

Some companies specialize in managing businesses that are undervalued because they have the most potential for growth.



**What is the company's strategy with regard to emerging markets?**

Increased urbanization and a stabilizing middle class, among others, is making emerging economies an attractive opportunity for management companies.



**How does the company use data to inform business decisions?**

The ability to comb through vast amounts of data is an important new business tool especially for management companies.

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# Industry Websites & Acronyms

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## Management of Companies & Enterprises

### Industry Websites

- [Canadian Business](#)
- [Harvard Business Review \(HBR\)](#)
- [Investor's Business Daily](#)
- [Knowledge@Wharton](#)

### Glossary of Acronyms

- ROI**      return on investment
- SEC**      Securities and Exchange Commission

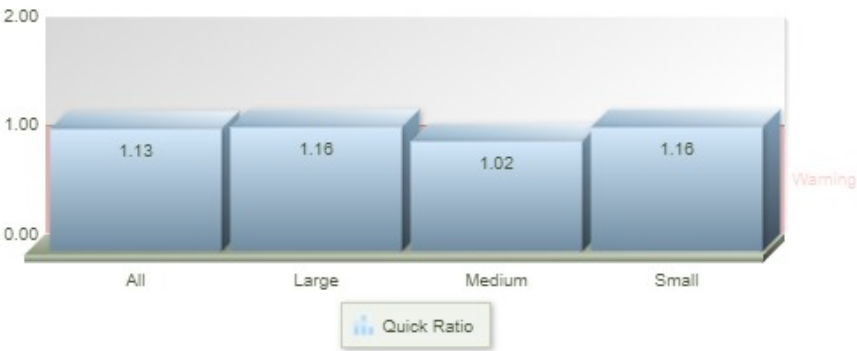
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Management of Companies & Enterprises

Company Benchmark Trends

Quick Ratio by Company Size

The quick ratio, also known as the acid test ratio, measures a company's ability to meet short-term obligations with liquid assets. The higher the ratio, the better; a number below 1 signals financial distress. Use the quick ratio to determine if companies in an industry are typically able to pay off their current liabilities.



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Current Liabilities to Net Worth by Company Size

The ratio of current liabilities to net worth, also called current liabilities to equity, indicates the amount due creditors within a year as a percentage of stockholders' equity in a company. A high ratio (above 80 percent) can indicate trouble.



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Company Benchmark Informations

Data Period: 2022      Last Update August 2023

Table Data Format      Mean

Company Size	All	Large	Medium	Small
Size by Revenue		Over \$50M	\$5M - \$50M	Under \$5M
Company Count	103210	194	1235	101781
Income Statement				
Net Sales	100%	100%	100%	100%
Gross Margin	99.1%	99.1%	99.4%	98.7%
Officer Compensation	4.1%	2.7%	3.9%	6.6%
Advertising & Sales	0.2%	0.2%	0.2%	0.2%
Other Operating Expenses	113.7%	119.1%	118.4%	100.4%
Operating Expenses	117.9%	122.0%	122.6%	107.1%
Operating Income	-18.9%	-22.9%	-23.1%	-8.5%
Net Income	3.0%	3.0%	2.2%	3.8%
Balance Sheet				
Cash	11.1%	11.1%	11.4%	11.0%

Accounts Receivable	17.1%	17.6%	17.4%	16.2%
Inventory	8.3%	8.3%	8.0%	8.5%
Total Current Assets	44.9%	45.2%	46.6%	43.3%
Property, Plant & Equipment	40.2%	39.6%	38.6%	42.1%
Other Non-Current Assets	14.9%	15.2%	14.7%	14.6%
Total Assets	100.0%	100.0%	100.0%	100.0%
Accounts Payable	5.6%	5.6%	6.6%	5.1%
Total Current Liabilities	27.5%	27.0%	31.2%	25.8%
Total Long Term Liabilities	27.4%	25.6%	26.4%	30.4%
Net Worth	45.1%	47.4%	42.5%	43.8%

## Financial Ratios

Quick Ratio	1.13	1.16	1.02	1.16
Current Ratio	1.63	1.67	1.50	1.68
Current Liabilities to Net Worth	60.9%	57.0%	73.3%	58.8%
Current Liabilities to Inventory	x3.30	x3.25	x3.89	x3.02
Total Debt to Net Worth	x1.22	x1.11	x1.35	x1.28
Fixed Assets to Net Worth	x0.89	x0.84	x0.91	x0.96
Days Accounts Receivable	206	186	212	237
Inventory Turnover	x0.03	x0.04	x0.02	x0.04
Total Assets to Sales	346.7%	303.4%	349.5%	420.8%
Working Capital to Sales	60.3%	55.3%	54.1%	73.8%
Accounts Payable to Sales	18.6%	16.3%	21.9%	20.3%
Pre-Tax Return on Sales	4.9%	4.8%	3.6%	6.1%
Pre-Tax Return on Assets	1.4%	1.6%	1.0%	1.4%
Pre-Tax Return on Net Worth	3.1%	3.4%	2.4%	3.3%
Interest Coverage	x-1.86	x-2.77	x-2.16	x-0.65
EBITDA to Sales	-10.2%	-13.5%	-13.8%	-1.6%
Capital Expenditures to Sales	23.3%	22.2%	23.8%	24.6%

FINANCIAL INDUSTRY DATA PROVIDED BY MICROBILT CORPORATION COLLECTED FROM 32 DIFFERENT DATA SOURCES AND REPRESENTS FINANCIAL PERFORMANCE OF OVER 4.5 MILLION PRIVATELY HELD BUSINESSES AND DETAILED INDUSTRY FINANCIAL BENCHMARKS OF COMPANIES IN OVER 900 INDUSTRIES (SIC AND NAICS). MORE DATA AVAILABLE AT [WWW.MICROBILT.COM](http://WWW.MICROBILT.COM).

