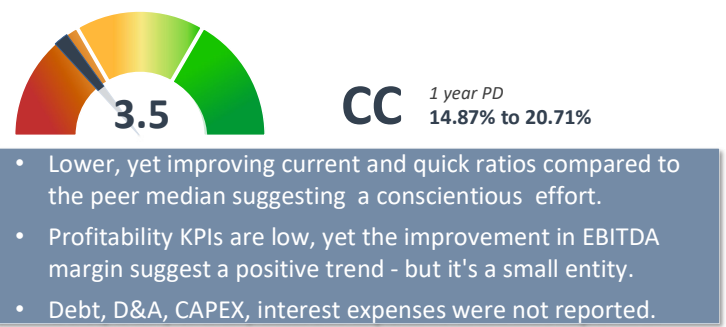


Clique Here LLC



Strengths

- High Order Accuracy:** The company boasts an order accuracy rate of over 99%. This high accuracy rate is crucial for customer satisfaction and reducing returns, which can be costly.
- Technology:** Their claim to use of state-of-the-art software and hardware is supported by an award-winning, cloud-based technology allows for real-time reporting, inventory management, and automated tracking - critical for efficiency and competitiveness in the logistics and fulfillment industry.
- Quick Delivery Speed:** The company's commitment to shipping most orders within 24 hours of receipt is a significant strength. A quick turnaround time is crucial in the fulfillment industry.

Challenges

- Potential Liquidity Concerns:** Liquidity ratios are significantly below the peer median, indicating liquidity concerns, especially in absence of transparency their debt structure (e.g. RC-line availability/usages).
- Less Efficient Capital Utilization:** ROCE is comparatively low, suggesting less efficiency in generating returns from its capital employed, a potential to investors or creditors.
- Operational Profitability:** EBITDA margin is slightly lower than the peer median, which could impact their bottom line and ability to reinvest in operations or cover expenses.

Scorecard Summary

	Weight	Score	Dimension	Contribution
Financial	50%	3.9	Liquidity	<div></div>
			Leverage	<div></div>
			Profitability	<div></div>
Business	50%	6.4	Industry Risk	<div></div>
			Competitive Position	<div></div>
			Mgmt / Governance	<div></div>
			Sponsor / Parent	<div></div>
			Revenue Segment	<div></div>
Modifiers		-1.4	Financial Flexibility	<div></div>
			Financial Transparency	<div></div>

Industry Benchmarks - Primary: Air Freight and Logistics

Company Overview

Headquarters	Conyers, GA	U.S.
Type	Private (Non-PE)	
Employees	10-50	
Year Founded	2014	
Website	https://cliquehere.com/	
Business	Provides warehousing and worldwide shipping services.	
Revenues	\$3.5M	

- Company Overview:** 'Clique Here, LLC' is a fulfillment center based in Atlanta, Georgia.
- Product:** The company offers warehousing, worldwide shipping, and customized assembly and kitting services.
- Customers:** Main customers include online stores, major retailers, online giants, monthly box subscriptions, and celebrity fan clubs.
- Ownership:** The key principal of the company seems to be Naveen Jain, with detailed ownership information not publicly available. We have no insights about any meaningful PE-investments.
- NOTE:** The industry is comprised of many smaller players that have a local or very specialized focus, yet only a few large nationwide operating companies take the lion share of the market. Given the size of many of the smaller competitors the compset used for this comparison consists mainly of larger entities with much better economies of scale. The lack of more detailed financials (e.g. total debt, D&A, CAPEX, r/c-line) is a substantial disadvantage that prevails for the time being.

Financial Ratio Benchmarking

# of Benchmarks:		12			
		Industry Median	Company Metric	Percentile Rank	
Liquidity	Current Ratio	1.12	0.22	<div></div>	0%
	Quick Ratio	0.91	0.22	<div></div>	0%
Leverage	Net Debt / EBITDA	3.02			
	Debt to Assets	37.1%	0.0%	<div></div>	100%
Profitability	EBITDA Margin	6.3%	5.1%	<div></div>	30%
	ROCE %	11.6%	-55.0%	<div></div>	0%
	Revenue	\$297M	\$4M		
<ul style="list-style-type: none">Liquidity ratios are substantially below its' peers. Yet, without more detailed information about the entity's debt structure the meaning of Leverage and Liquidity KPIs is very limited.EBITDA margin (5.1%) is slightly ROCE is (-55.0%), significantly lower than the respective peer medians - increasing credit and investment concerns.					

Financial Statement Highlights

\$ '000s	Dec-21 T12	Dec-22 T12	Dec-23 T12	Chg
Income Statement				
Total Revenue	3,265	3,146	3,527	12.1%
Gross Profit	1,273	1,322	1,631	23.4%
Adjusted EBITDA	(924)	(36)	179	
Gross Profit Margin	39.0%	42.0%	46.2%	+421 bps
EBITDA Margin	-28.3%	-1.1%	5.1%	+623 bps
Balance Sheet				
Cash And Cash Equivalents	65	30	59	95.9%
Total Current Assets	141	129	102	-21.4%
Total Assets	173	156	141	-9.4%
Total Current Liabilities	984	663	467	-29.6%
Total Debt	-	-	-	
Total Equity	(876)	(826)	(644)	-22.0%
Cash Flow				
Net Income	(636)	301	182	-39.6%
CAPEX	-	-	-	
Depreciation & Amortization	-	-	-	
Fixed Charge Coverage Ratio				

- Although FY-22 had the lowest total revenue over the past 3 years (\$3.15mn), profitability was at peak (\$301k), following a loss over -\$636 in FY-21 followed by a decline by -39.6% in FY-23. The results in FY-22 were a result of OPEX reduction by -38%.
- Profitability seems to be subject to substantial improvements since FY-21 with EBITDA margin consistently improving from -28.3% in FY-21 to 5.1% in FY-23.
- The entity also strengthened its' Current Ratio from 0.14 in FY-21 to 0.22 in FY-23.

Business Risk Highlights

- Industry:** The company operates in the competitive 'Air Freight & Logistics' industry but has managed to carve out a niche for itself with its specialized services. The industry is valued at about \$23 billion and is expected to grow at a CAGR ~4% over the next couple of years. The industry faces volatility due to factors like fluctuating fuel prices and global economic conditions.
- Competitive Position:** Their use of state-of-the-art software and hardware indicates a allows them to commit to a high standard in their service (accuracy, timeliness, transparency). Given they found themselves a niche to work with particular customers types, may protect them from larger competitors with better economies of scale.
- Management:** Led by key principal Naveen Jain, who is likely playing a crucial role in its operations and strategic direction.
- PE Sponsor:** n/a