


Prime Egrocery, Inc.



CCC

1 year PD
9.02% to 14.87%

Headquarters	Clarksburg, MD	U.S.
Type	Private (Non-PE)	
Employees	1-10	
Year Founded	2022	
Website	https://www.ebay.com/str/yongantrading; https://business.walmart.com/seller/101031211?iter	
Business	Online retailer of health and wellness products.	
Revenues	\$3.8M	

Company Overview

- Company Overview:** Prime Egrocery, Inc. is a startup as an e-commerce retailer specializing in health and wellness products. The company leverages third-party online marketplaces to sell its products, maintaining a lean operational model with no known brick-and-mortar presence.
- Product: Health & Wellness** - includes dietary supplements, vitamins, OTC medications, and personal care products catering to a broad consumer base. Household Essentials - Offers everyday consumables to drive repeat business and high turnover.
- Customers:** Prime Egrocery serves a diverse online customer base, primarily individuals purchasing through Amazon, Walmart, and eBay, emphasizing convenience and affordability.
- Ownership:** The company operates as a privately held entity with no disclosed parent company, institutional, or individual ownership, limiting visibility into capital backing or financial sponsorship.
- Debt Structure:** No details provided for this assessment. Income Statements did not itemize interest expenses, which indicates a debt-free status.
- Basis for Assessment:** Company prepared, uncommented, income statements from 9-22 through 10/24. No business plan or financial projection was provided. The entity does not have a website.
- Other (pros/cons):** Strong profitability (EBITDA Margin > 3x peers') and revenue growth, but lack of balance sheet transparency raises concerns about financial stability. Reliance on third-party marketplaces (e.g. Amazon, Wallmart, Ebay) limits control over revenue and exposes the business to platform-driven risks (e.g. market place account suspension / poor customer reviews). Small entity size increases empirical default risk.

Financial Snapshot

	Aug-21	Aug-23	Oct-24(A)	Chg
\$ '000s	T12	T12	T12	%
Total Revenue	-	1,723	3,770	118.9%
Gross Profit	-	965	2,092	116.9%
Adjusted EBITDA	-	317	760	139.6%
Gross Profit Margin	-	56.0%	55.5%	-0.5 ppt
EBITDA Margin	-	18.4%	20.2%	1.7 ppt
Net Income	-	317	760	139.6%

Financial Ratio Benchmarking

# of Benchmarks:	36	Industry Median	Company Metric	Percentile Rank
		#NUM!	\$4M	
Liquidity	Revenue			
	Current Ratio	1.37		
	Quick Ratio	0.59		
Leverage	Net Debt / EBITDA	1.32		
	Debt to Assets	25.0%		
Profitability	EBITDA Margin	6.5%	20.2%	<div></div> 100%
	ROCE %	11.0%		

Weight	Rating Range		
10%	9.5	to	10.0

of Industry Benchmarks 36
Company Financials Date Oct-24(A)

Industry Benchmarks - Primary: Other Specialty Retail

Business Risk

Industry Group Risk Profile	Retail And Restaurants	20%	4.5	to	6.5
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Industry Risk Assessment	KPI Rating	Contribution	Industry Group Description
Cyclicality	Intermediate risk	<div></div>	Entities that derive a majority of their revenue from selling goods or services directly to the individual consumer through stores, catalogues, or online operations--or a combination of these channels. We include restaurants, automotive retailers, and grocery wholesalers in this sector given that the fundamentals of operating these businesses are largely the same as general retailing with similar unit economics.
Competitive Risk	Intermediate risk	<div></div>	
Global Industry	Intermediate risk	<div></div>	
Market Segment Outlook	Stable	<div></div>	

Competitive Position Profile	Retail And Restaurants	50%	5.0	to	6.5
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Competitive Position KPIs	KPI Rating	Contribution	Rating Guideline
Cycle-Tested	>= 2020	<div></div>	No through-the-cycle operating history.
Merchandising Strategy	Strong	<div></div>	Focused, clear, and consistent strategy that maintains customer loyalty
Brand Reputation and Marketing	Above Average	<div></div>	Good brand reputation but not market-leading
Online Strategy	Satisfactory	<div></div>	Limited online presence but operational
Customer Satisfaction & Loyalty	Above Average	<div></div>	Good store locations but limited in number
Advertising Budget	Satisfactory	<div></div>	Limited budget, basic marketing
Scale and Scope	Weak	<div></div>	Very small scale, no bargaining power
Geographic Diversity	Above Average	<div></div>	Presence in multiple states but not international
Adaptability to Market Trends	Satisfactory	<div></div>	One main concept with limited diversification

Management, Governance, Sponsorship	30%	3.5	to	5.0
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Anchor Modifiers

Modifiers			
Revenue Segment	Normalization	<div></div>	< \$5M
Trend Analysis	Adjustment	<div></div>	Strong Positive
Other Modifier	Risk Flag	<div></div>	No notes to financials (-0.25), nor any insights about debt (not even interest expense is itemized) (-0.5)

Rating Range (Rounded)

3.5	to	4.5
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(1.8)	to	(1.7)
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