

MaxSold Inc.

**Online Auction Platform
Acquisition or Investment Opportunity**



MaxSold Incorporated

On February 15, 2024, MaxSold Incorporated (“**MaxSold**” or the “**Company**”) filed with the Official Receiver a Notice of Intention to Make a Proposal to its creditors and named Dodick Landau Inc as Proposal Trustee. MaxSold is in the business of providing streamlined and efficient online auction services for large volume content sales across Canada and the United States. The Company’s mission is to minimize waste and increase sustainability by making the process of selling a large volume of used items seamless, easy and quick.

The Proposal Trustee is soliciting offers from interested parties for a transaction that would involve a sale of, or investment in, the Company (“**SISP**”). **Offers will be accepted for consideration until 5:00 p.m. E.S.T. on April 15, 2024.** Offers acceptable to the Proposal Trustee will be subject to the approval of the Court.

DESCRIPTION OF BUSINESS

MaxSold is an online auction-based local marketplace, specializing in Estate Sales, Downsizing and Clear-outs.

Key Advantages of MaxSold:

- 10 years in business
- 90%+ sell-through rate
- Net Promoter Scores: Seller = 79, Bidder = 60
- Currently serves Ontario, British Columbia and 7 US States

SERVICE TYPES

- **Company Managed** – white-glove whereby the Company takes the pictures, writes the descriptions, and manage the buyer pickups
- **Seller Managed** – Seller lists the items for sale and manages the buyer pickups

EMPLOYEES

- 42 salaried full-time employees (40 in Canada, 2 in the US)
- Approximately 200 part-time casual employees spanning Canada and the US
- Experienced tech/marketplaces CEO appointed Dec 2022

AUCTION SOURCES

- **Direct** – Individual sellers who use the Company’s service for one-off situations including, among other things, estate sales and downsizing
- **Partner** – Estate sales companies, senior move managers, professional organizers, resellers, and others who either list their own auctions month after month or refer customers to the Company

FINANCIALS and KPIs

- 2023: \$24m GMV, \$12m Net Revenue, 50% Avg. Take-Rate
- 50% Gross Margin
- 90-95% sell-through rate

- 250k+ monthly avg website visitors
- 450k+ emails for active bidders

- GMV Breakdown by Country: 65% Canada vs 35% US
- GMV Breakdown by Service: 30% MaxSold Managed vs 70% Seller Managed
- GMV Breakdown by Channel: 65% Partner vs 35% Direct

SISP PROCESS TIMELINE:

Activity	Timeline
Deadline for Offers	April 15, 2024
Selection of Winning Bid	April 17, 2024
Approval Order by Court	April 26, 2024
Closing of Successful Bid	April 30, 2024

The SISP contemplates that following selection of the winning bid (“**Winning Bid**”) the Proposal Trustee would return to Court on April 26, 2024 to seek approval of the transaction. The SISP further contemplates that the Proposal Trustee would seek a Court order vesting in the purchaser all of the Company’ right, title, benefit and interest in the purchased assets free and clear of all encumbrances.

Next Steps:

Parties who wish to pursue this opportunity should execute and return the non-disclosure agreement to the following representative of the Proposal Trustee for access to the Proposal Trustee’s virtual data room for additional information on the SISP, detailed information on the business and descriptions of the assets available:

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