



Company Summary - Spy Protector

Introduction:

If you are reading this you have shown interest in Spy Protector (*is further referred to as: The Company*) and all her assets. This document contains trusted information about the company and we trust the reader to not share it with anyone who is not supposed to read it.

The reason the company will be for sale, is because KF Digital (*is further referred to as: we*) is not able to run it anymore. The reason for this is that we are splitting up our company because of various reasons, such as time and other investment opportunities.

In this document we will try to give as much information as possible about the company and all of her assets. We will give examples of every asset the company owns and back this up with evidence and facts. If you have any other questions, feel free to ask.



Table of Contents

1. Domain names by country
2. Revenue by country
3. Proof of content (video ads etc.)
4. Customer base by country
5. Company structure
6. Inventory
7. Branding



Domain names by country

International:

<https://www.spy-protector.com>

The Netherlands:

<https://www.spyprotector.nl>

<https://www.spy-protector.nl>

Germany:

<https://www.spy-protector.de>

<https://www.spy-protektor.de>

<https://www.spyprotektor.de>

Sweden:

<https://www.spy-protector.se>

Norway:

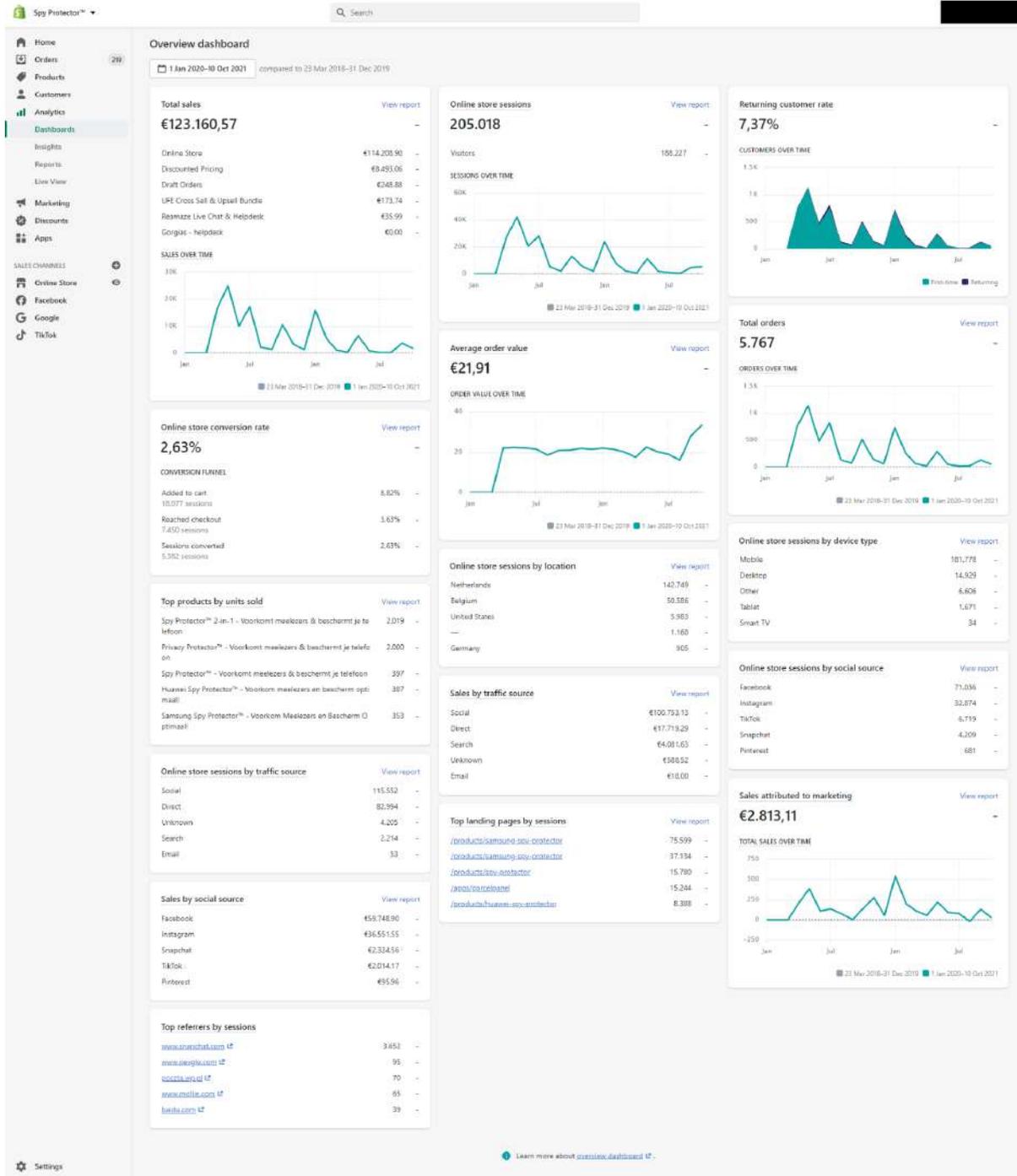
<https://www.spy-protector.no>

France:

<https://www.spy-protector.fr>



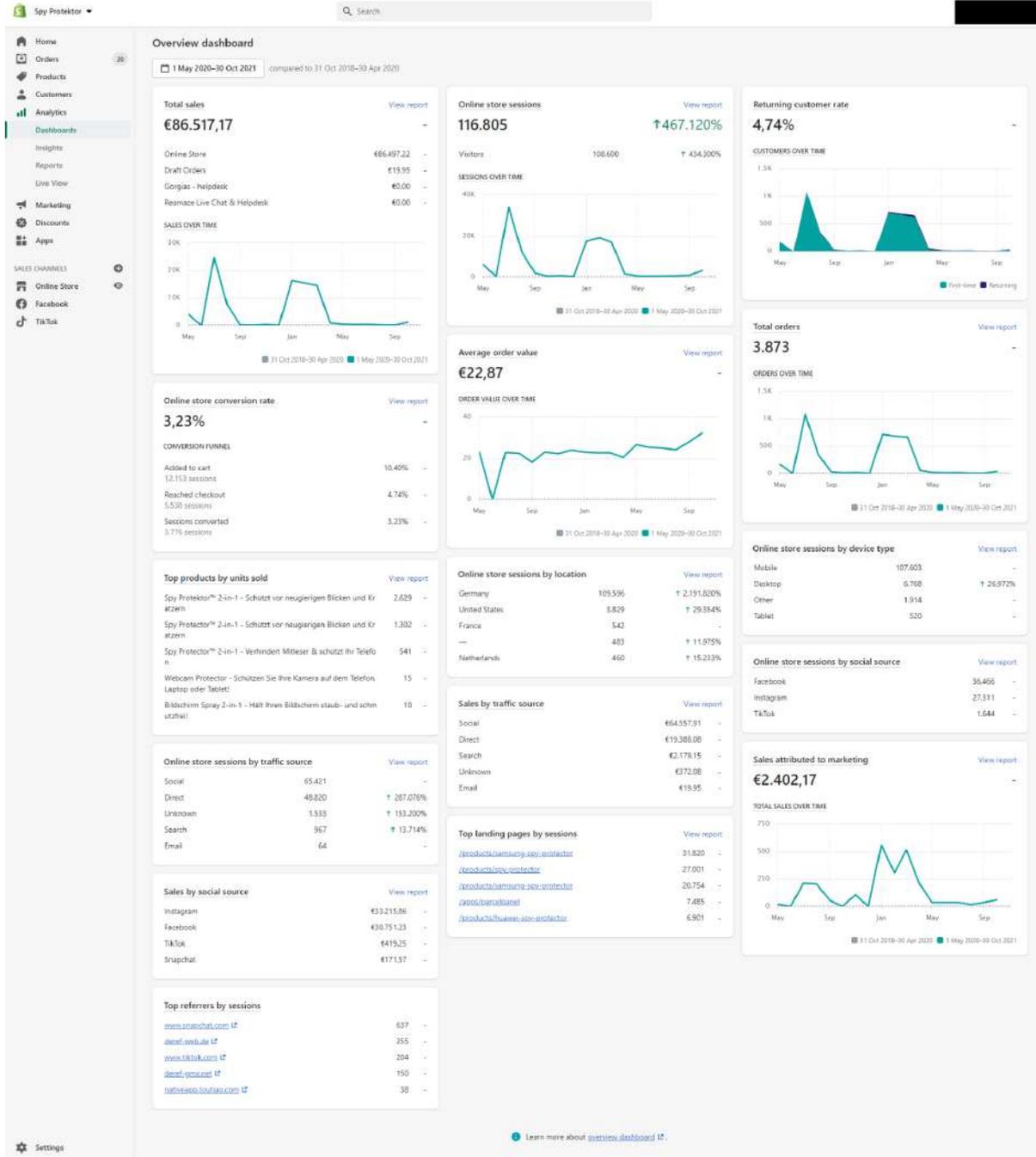
Revenue by country - The Netherlands



Notes: all the data can be verified in an online meeting or video call. The big gaps in between revenue streams are mostly from Facebook blocks or other marketing related issues. This has been our main focus since we are based in The Netherlands. Since the start of 2021 we have shipped the products from The Netherlands. More about this topic can be found in: "5. Company structure"



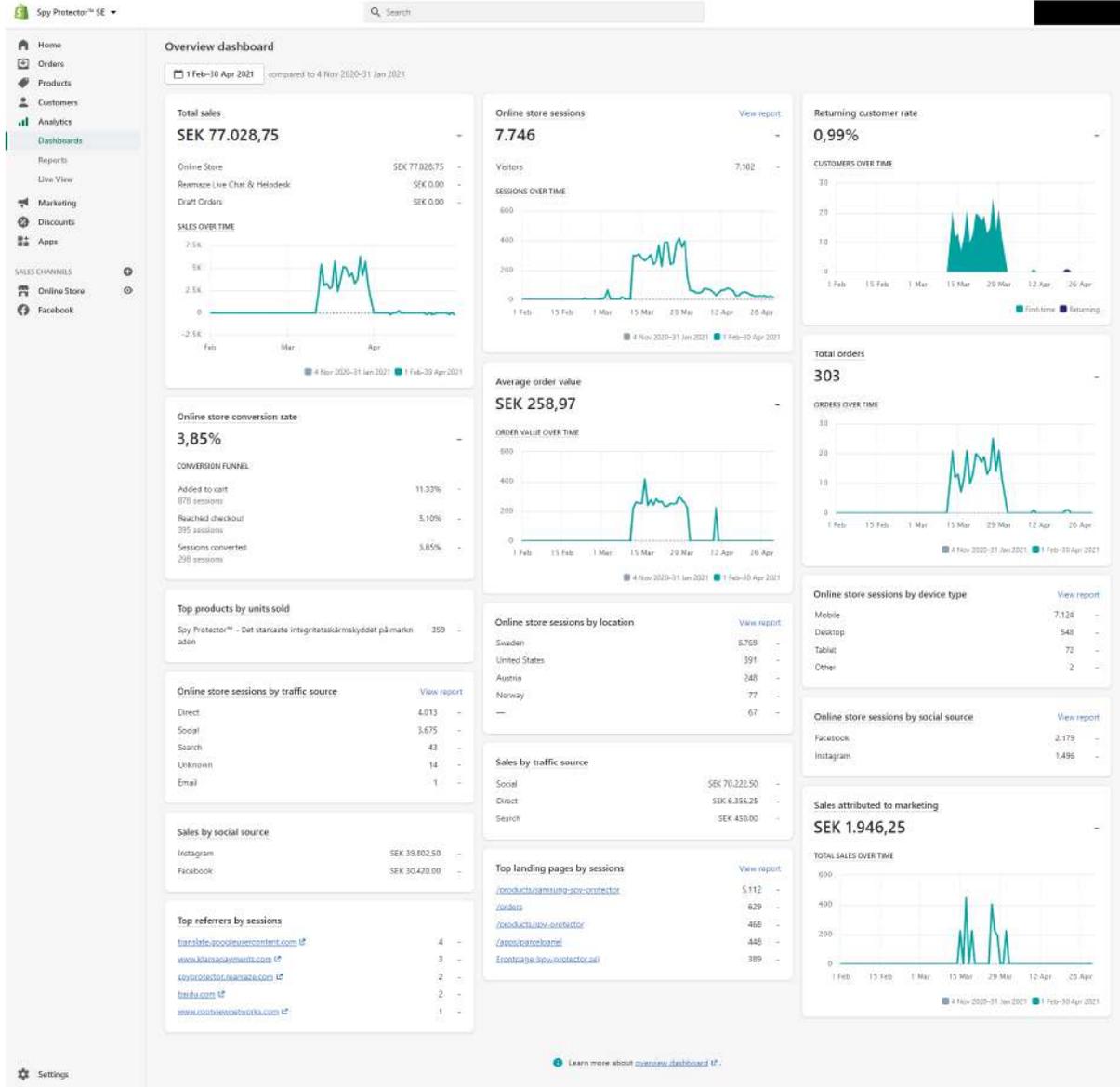
Revenue by country - Germany



Notes: all the data can be verified in an online meeting or video call. In Germany we never really got off on the right foot, with a lot of Facebook blocks and translation issues we had some crazy highs but also very low lows. At the time everything worked fine, it had some great revenue spikes, as you can see in the picture above.



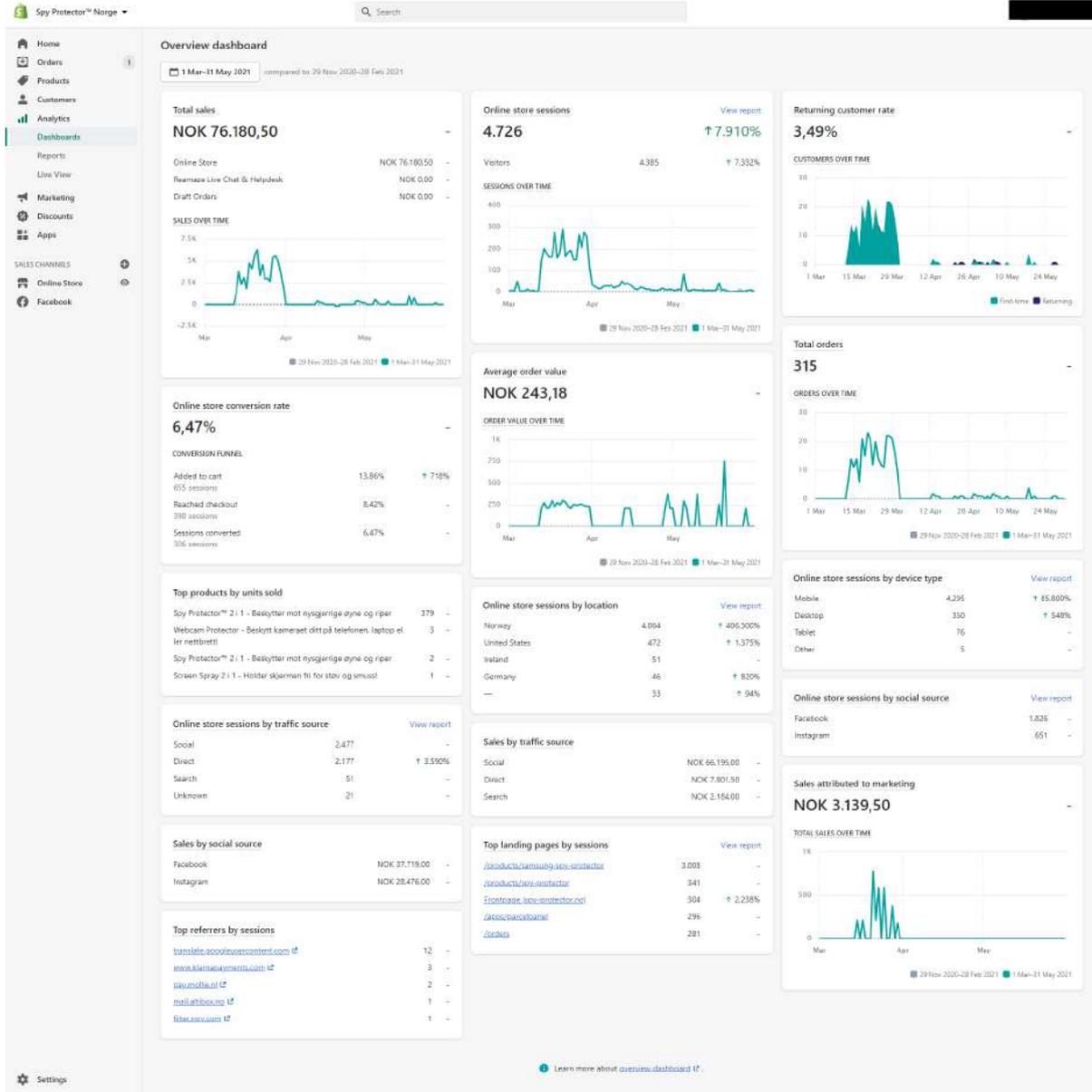
Revenue by country - Sweden



Notes: all the data can be verified in an online meeting or video call. In Sweden we really tried to get our product out there, unfortunately we ran into a lot of logistical errors so we decided to focus on NL/BE/DE. The results are very promising but we never went all in on Sweden. SEK 77.028,75 equals €7.746,67 in 1 month.



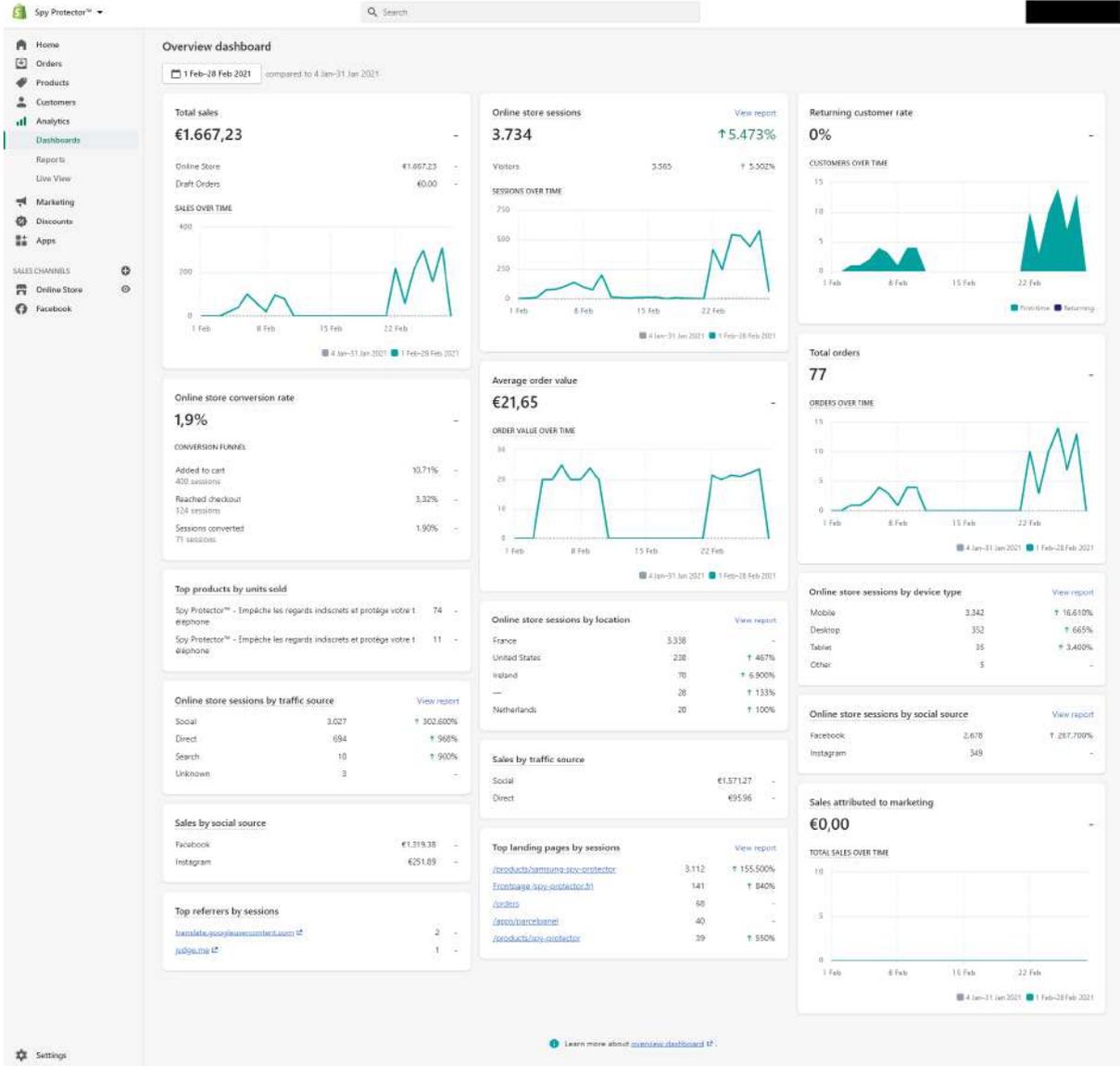
Revenue by country - Norway



Notes: all the data can be verified in an online meeting or video call. In Norway we expanded very quickly and everything went very well. The online conversion rate is insanely good. When the new tax law came we wanted to wait it out until every detail was out. By the time operations could be restored we decided to focus on NL/BE/DE as these were our most consistent markets at the time. NOK 76.180,50 is €7.810,61.



Revenue by country - France



Notes: all the data can be verified in an online meeting or video call. France was really a test to see if we could expand quickly, we tested it out for one month and decided to focus on other markets.



Proof of content

We have video/photo ads in every language. The most ads are mainly focused on NL/BE/DE. These ads are ready to use for the following platforms:

- Facebook (every placement)
- Instagram
- TikTok (dedicated TikTok ads for NL/BE/DE)
- Snapchat
- Pinterest

We won't be sharing everything in this document to protect the original content, when your interest reaches a point where we trust you, you can see everything with your own eyes.

Some examples:





Customer base by country

Noteworthy:

The Netherlands: 6.8K registered

Germany: 4.9K registered

Customers are registered at Omnisend, an email marketing software.



Company structure

Owners: 2

Stakeholders: 0

Active loans: -

Active contracts:

- Fulfillment Party (monthly based on x orders)

We are currently holding inventory (see next page for numbers) for almost every phone model. The phone models that we don't have in stock, we dropship through Aliexpress. We also have an available trusted agent who can dropship for you. 90% of the inventory is shipped from The Netherlands.



Inventory

We currently have around 75 variants in stock with a varying inventory of +-1800. Which, at the current price of €29,95 is €53.000 in sales. If you reduce the price to €19.99 (which we did for a couple of months) you can expect around €35.000 in sales.



Branding

With the acquisition of Spy Protector, you will buy the full brand and everything that comes with it. Every Instagram, TikTok & Facebook page and every branding that we used in the past years.

Interested? Please let me know when we can plan an online meeting to get to know each other.