

Memorandum Roos assets

Hello Labs B.V.

December 2024

We're selling the assets of Roos to another party to profit from the synergies and exploit assets.

Background

- Roos was founded in 2015 and consisted in various constellations.
- Original ambition was to combine ‘open banking’ with ‘fixed costs comparison proposition’ to create an ‘automagic’ digital advisor to lower monthly fixed costs for B2C market.
- We tried various routes, but we’re able to make the proposition grow substantially in a competitive market. The proposition has been in hibernation since 2021 though still active online.
- We’ve decided to sell the assets and existing value to a market player.

Assets for takeover

SEO content, email database and current traffic

369

Online hand written (no AI-used) articles in the space of fixed costs and cancelling subscriptions for various services. Check [sitemap](#) for full list.

5000+

Subscribers to Roos email database in Mailchimp. Mostly acquired through a 14 day savings program and requesting a contract cancellation letter service.

Domain

Roos domain (halloroos.nl) and all digital assets.

~2000

Visitors per month with number of strong SEO positions and midsize rankings.

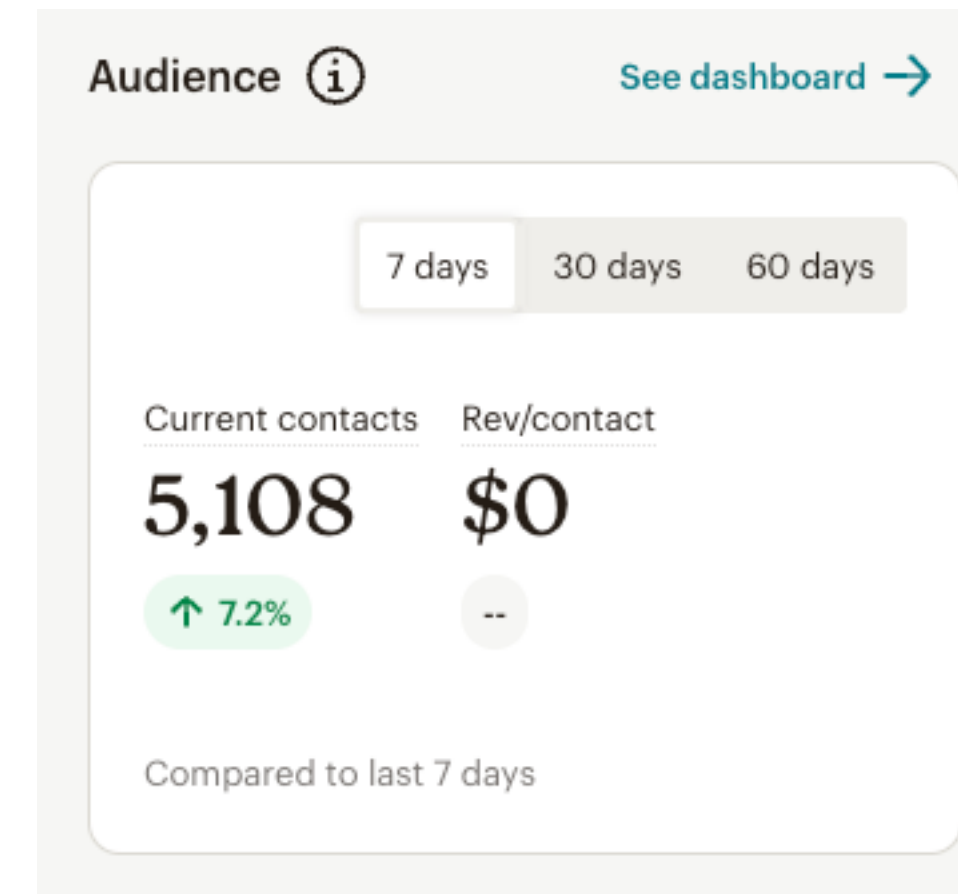
Content assets

- We've published 369 articles on halloroos.nl, the blog over time.
- 56 pages were published and are live.
- Content was handwritten by copywriters, not through AI. We applied SEO rules (Yoast) to all the content.
- Content was written for various categories like insurance, energy, telecom, cancelling contracts, recent news etc.

<input type="checkbox"/> Titel	Auteur	Categorieën	Tags	
<input type="checkbox"/> Slimme tips om te besparen en een financiële buffer te creëren	Michiel	Slimme tips	boodschappen, slimme tips, sparen, weinig geld	—
<input type="checkbox"/> Energierekening loopt op in 2021	Michiel	Energie	energietarieven, variabele kosten, vaste lasten	—
<input type="checkbox"/> Prijsverhoging internetabonnementen KPN, Ziggo en XS4ALL, stap over	Michiel	Internet tv & bellen	internet abonnement, kpn, prijsverhoging, xs4all, ziggo	—
<input type="checkbox"/> Abonnementen opzeggen, dit zijn jouw rechten	Michiel	Opzeggen	abonnement opzeggen, opzeggen rechten	—
<input type="checkbox"/> Swapfiets opzeggen? Zo doe je dat makkelijk!	Isa Hijnen	Opzeggen	abonnement, abonnement opzeggen, abonnementen, Swapfiets, Swapfiets opzeggen	—
<input type="checkbox"/> Snel geld besparen? Roos geeft je slimme tips Bewerken Snel bewerken	Isa Hijnen	Slimme tips	Besparen, Geld besparen, makkelijk besparen, slim besparen	—

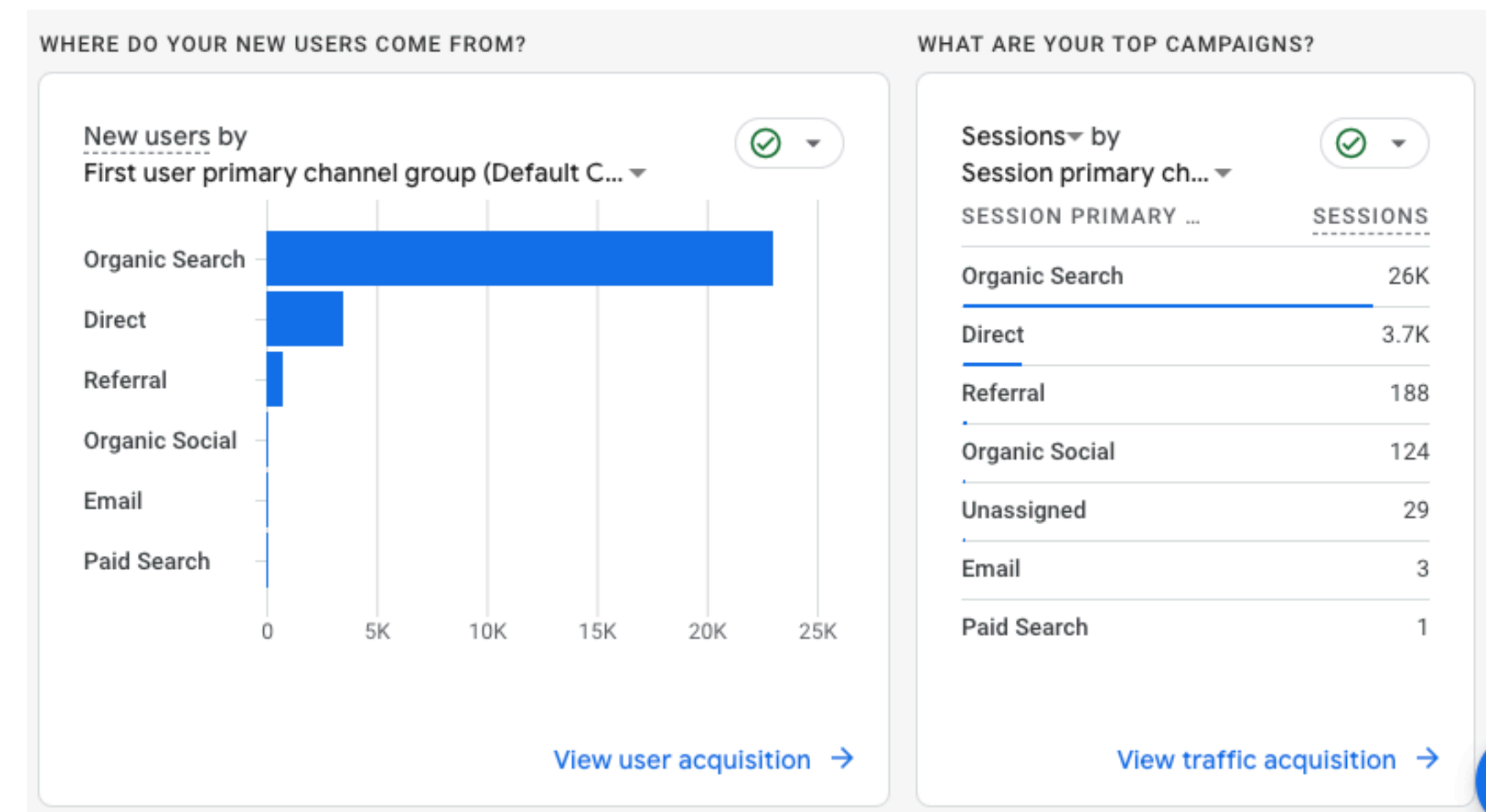
Email database

- Our email database consists of +5000 contacts.
- Emails gathered through 14 day savings and contract cancellation campaigns.
- We did few activity on these campaigns and emails from 2020 and needs new fresh content.



Organic traffic

- 369 handwritten articles for most important keywords in fixed costs price comparison market.
- Following SEO guidelines for content and structure.
- Last new content has been published in 2020.
- Full content list to be found in Sitemap.xml.
- Warmed up domain for these kind of articles.



Offer

- With the take-over of Roos, you receive the digital assets of Roos to complement your own proposition.
- We aim to close the takeover by '24 year end.
- Offer price is 2K Euro, excl. VAT.
- Selling party is Hello Labs B.V.



Offer

- With the take-over of Roos, you receive the digital assets of Roos to complement your own proposition.
- We aim to close the takeover end January '25.
- Selling party is Hello Labs B.V.



Good to know

1. We've removed the comparison engines some time ago when we focussed on other projects. This could be added again if available.
2. Content might need minor updates for things that have changed in time.
3. Email addresses have been acquired through time (still running) but no guarantee on quality and activity.
4. You receive logins for Wordpress, hosting and Mailchimp to migrate these to your own organisation (or keep Roos running for now).
5. Running costs include are Wordpress hosting and domain and will be transferred.
6. The Roos brand (and assets) can be transferred to acquiring party (if requested).
7. Roos runs on Wordpress at Digital Ocean hosting.
8. Everything is delivered as-is, unless other arrangements have been made.

Happy to answer any remaining questions.

Contact

More information and insights?

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