

Executive Summary

Project Thoroughbred

Opportunity Overview

Hedman M&A Advisors is pleased to present this opportunity to purchase this unique business and related assets. Our client is selling their extensive, one-of-a-kind, never to be replicated library of digital and digitized images focused within the niche of horses and thoroughbred racing.

These digital assets, which comprise over 3 million photographs, represent a half century of event coverage worldwide from the Kentucky Derby to the Dubai World Cup and Royal Ascot as well as a historical archive dating back to 1919. Many photos featuring the sport's greatest moments and superstars. The archive and the Company's registered domain has propelled the Company to be an industry leader as a one-stop media resource for their niche.

This one-time opportunity could be an invaluable foundation for a company, organization, collector, and entrepreneur wanting to be a part of a global industry that generates more revenue than the movie or sports industries. A must-have addition for libraries, museums or media groups.

Key Assets and Company Information

- Digital & Film archive (3 million+ photos)
- Majority of library captioned with metadata
- Registered domain names with Network Solutions (10 years prepaid)
- Registered trademark (US Trademark Office)
- Award-winning photography
- One-of-a-kind collection
- Never been replicated

Other Information

- Company established many firsts in their industry:
- First stock photo media agency in horse racing
 - First to cover multiple events simultaneously and globally
 - First to implement the team approach to event coverage
 - First to have photographers sign a photo representation agreement

The owner and principal photographer has been shooting in this niche since the early 1970s. Award-winning photos have been used on books, magazines, advertising, billboards, greeting cards, calendars, office décor, social media, television, film, videos and continue to be used worldwide today.

These photos have been used by the industry's premier publications, media companies, ad agencies and corporations. All photos are indexed and available on the Company's registered domain which has propelled the Company to be the one-stop resource for their niche, which is currently supported by a commerce-ready website.

For Further Information

All communications, inquiries, and requests for information regarding materials should be addressed to Hedman M&A Advisors. Please direct all inquiries to:

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