

BUSINESS FOR SALE

Aussie Strength Pty Limited and Aussie Strength Global Pty Ltd
(Both Administrators Appointed)

Jonathon Keenan and Peter Krejci, as Joint and Several Voluntary Administrators, urgently offer for sale the business and/or assets of Aussie Strength Pty Limited and Aussie Strength Global Pty Ltd.

The business provides high quality home and commercial-grade exercise equipment under the established brands 'Aussie Strength' and 'Valkyrie'.

Offered for sale on a going concern or asset basis, including by way of a Deed of Company Arrangement restructure.

Key features include:

- All assets including significant stock - gym equipment, hand weights, flooring;
- Turnover of approx. \$4M p.a.
- Customer contracts, with Retail and B2B Customer list (incl. govt, large operators & high-profile);
- Full product offering, with established supply chains;
- E-commerce Website: www.aussiestrength.com.au
- Leased warehouse in Smithfield NSW, including fit-out and equipment;
- 6 full time staff; and
- All intangible assets.

Expressions of interest required by 5pm, Monday 26 September 2022.

A refundable deposit of \$5K will be required on the signing of a confidentiality agreement.

Pauline Yeow - T: 02 8263 2300

E: pyeow@brifnsw.com.au



**AUSSIE
STRENGTH**

BRI Ferrier