

Scalable, AI-driven SEO and Link Building Platform - TEASER

Case Number: VBS0845

INTRODUCTION

Founded in 2001, this company provides international link building, off-page SEO and multilingual content (63 languages) to agencies and in-house teams across Europe, enabling them to scale SEO without internal infrastructure. After a successful turnaround, the company is now operating profitably, with a robust recurring revenue model and significant headroom for growth.

A core strength of the company lies in its proprietary platform, developed entirely in-house and continuously improved over the last five years. The platform automates the full delivery cycle - from order management to publication and invoicing - removing the need for manual input in standard processes. This high level of automation is further enhanced by integrated AI functionalities that reduce administrative overhead, streamline customer interaction and allow for rapid order processing at scale.

The result is a lean organization capable of handling over 1.000 monthly orders with just four employees, while maintaining quality and reliability across a publisher network of more than 140.000 websites worldwide. Fixed costs have been significantly reduced, and the infrastructure is designed to support further growth without proportional increases in staffing or resources.

Due to the turnaround, the company is expected to deliver a gross margin of 50% in 2025 due to the proprietary platform.

The current owners are seeking a strategic partner to accelerate expansion and are open to retaining up to a 30% equity share. Depending on the buyer's preferences, they are willing to remain involved during a transition period or take on an active operational role.



The company is located in Denmark and can be relocated with ease.



Trusted by leading international agencies as a backend SEO partner, offering fast, multilingual delivery (63 languages) with minimal client-side effort.



Proprietary system automates the full delivery process, leveraging AI to minimize manual work and enable scalable, cost-efficient operations.

MARKET

The SEO and visibility market continues to grow across Europe, driven by rising competition, increased marketing spend and a shift towards scalable, data-driven strategies. Demand is strong for link building and content marketing services that can be delivered quickly, across languages and with measurable impact.

The market remains fragmented but is maturing - attracting increased interest from investors and consolidators. Many agencies are seeking efficient backend partners to support delivery at scale without sacrificing quality or control. Fragmentation opens the door for consolidation - leveraging capital and scalable, AI-powered systems to achieve economies of scale, synergy effects and rapid "buy-and-build" growth. Such a strategy can swiftly increase market share, set industry pricing and enhance exit valuations by creating larger, more profitable platforms. Competitors lacking capital, technology or reach are easily outmatched on cost, quality and innovation.

In this context, the company is well positioned as a technology-first provider with a proven wholesale model, long-standing international client relationships and a scalable infrastructure.

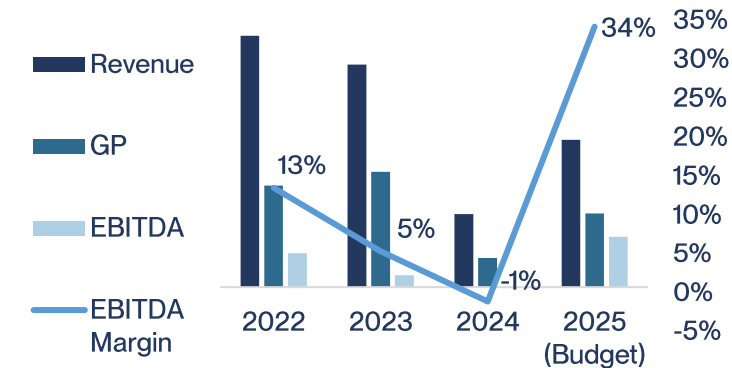
ACQUISITION RATIONALE

This acquisition opportunity offers immediate access to a proven platform with a high degree of automation, strong recurring revenue and minimal overhead. The business model is designed for scale and the company is already processing over 1.000 monthly orders with only four employees - demonstrating the strength of its systems, workflows and publisher relationships.

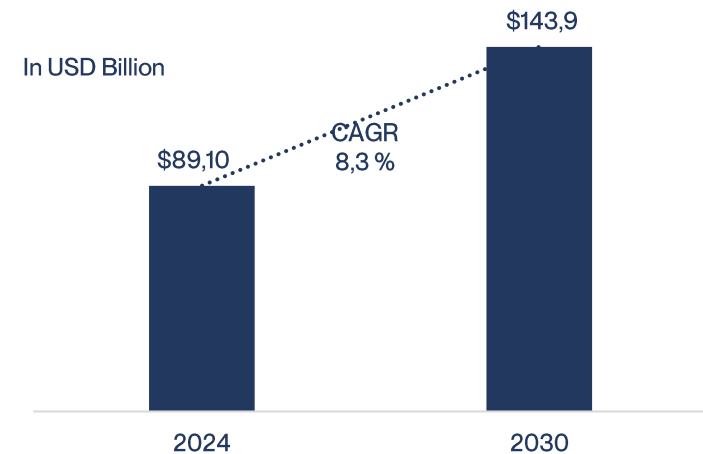
Future growth potential is substantial. The company is preparing to launch a self-service interface aimed at the SME market, while also expanding in key verticals such as iGaming and international e-commerce. AI-driven features are being implemented to further reduce internal workload and improve client experience.

A strategic buyer - such as a digital agency group, looking to internalize link building, a SaaS platform or a private equity fund with a focus on tech-enabled services - could unlock additional value by scaling customer acquisition, integrating with existing service lines or leveraging the technology across markets. With the owners open to retaining up to a 30% equity share, there is an option to secure operational continuity and deep domain expertise during the next growth phase.

KEY FIGURES



MARKET VALUE OF THE GLOBAL SEO-MARKET



Disclaimer

The present teaser has been prepared by Virksomhedsbørsen A/S following discussions with the company's owner, information from the company's accounts, and publicly available information.

Further information or sharing of the complete prospectus requires the signing of a non-disclosure agreement (NDA).

For interest in receiving the complete prospectus or for further inquiries regarding the matter, please contact **Michael Mortensen** at michael.mortensen@m-plus-a.com or +45 44 12 15 55.

