

## **Investment Opportunity Summary:**

### **Interested in Investment Opportunities - contact**

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**Company:** Kids Active Media Limited

**Sector:** Children's Educational Entertainment

**Current Status:** Trading profitably

**Fundraising:** £550k-£2.5M via EIS

**Use of Funds:** Launch toy retail distribution arm

**Stage:** Expansion into new vertical (media → physical products)

#### **Current Traction:**

- POPIN magazine: 2,000+ monthly circulation
- Distribution: to include...Waitrose, Sainsbury's, independents
- Character IP portfolio: 6 developed brands
- Revenue: ~ £95k-£135k annually (current state)

#### **Expansion Plan:**

- Manufacture and distribute toys based on our character IP
- Roll out 5-20 pop-up retail shops in UK shopping centres
- Enter competitive toy market against established players
- Target £1.1M Year 1, scaling to £20M+ Year 5

#### **Why We're Contacting You:**

We are sharing this investment opportunity summary with a select group of experienced investors and investment professionals as we begin a targeted EIS fundraising round.

Kids Active Media Limited is seeking growth capital to support the launch of a new toy retail and distribution arm, building on our established children's media and character IP platform. This expansion represents a significant commercial opportunity, alongside the inherent risks associated with entering a competitive physical retail and manufacturing market.

## **Investment Opportunity Summary:**

We believe this opportunity will appeal to EIS-eligible investors who are comfortable backing ambitious, early-stage expansion strategies with the potential for strong long-term returns.

### **What We're Asking:**

We are seeking equity investment from individuals or funds interested in supporting our next phase of growth.

Specifically, we are looking for:

- **A minimum investment of £50,000 per investor**
- Investors with an appetite for early-stage retail, consumer brands, or IP-led businesses
- Strategic investors who may be open to providing insight or guidance as the business scales (optional)

If this opportunity aligns with your investment criteria, we would welcome the chance to discuss the business in more detail and provide full financials, projections, and EIS documentation.

### **Potential Upside for You:**

If our opportunity aligns with your fund's thesis, we'd welcome discussing potential investment participation. We're seeking lead investors with media/retail expertise who could add strategic value beyond capital.