



poundworld

### INTELLECTUAL PROPERTY ACQUISITION OPPORTUNITY

Hilco Streambank is seeking offers to acquire the intellectual property assets of Poundworld, one of the UK's largest and well-known discount store retailers.

OFFER DEADLINE SEPTEMBER 20, 2018 @ NOON BST

## Background

Daniel Butters and Clare Boardman of Deloitte LLP as the Joint Administrators of Poundworld Retail Limited (in Administration) ("Poundworld" or the "Company") have appointed Hilco Streambank to actively seek interested parties with regards to the sale of the Company's intellectual property assets.

Poundworld was one of the UK's leading discount retailers, and specialised in selling a variety of items for a fixed price of £1, in addition to select higher-priced products. The Company started in 1974 when it began as a market stall under the name "Bargain Centre". Since then, Poundworld has grown significantly, having operated over 300 stores in the UK and generating over £485m (\$624m) in revenue at its peak. Poundworld's growth has at times outpaced the competition and resisted downward market trends, such as during the 2008 financial crisis. This was largely due to Poundworld's low-priced products being attractive to consumers when their expendable income was limited. Poundworld offered a wide range of goods, including groceries, snacks, cleaning products, toiletries, medical supplies, DIY products, electrical products, car care products, homeware, stationery, and toys. The Company's stores were typically located in high street retail spaces, shopping centres, and retail parks.

## Additional Brands

In 2010, Poundworld launched a new multi-price retail business, briefly trading as "Discount UK" and later rebranded as "Bargain Buys". Bargain Buys specialised in offering multi-priced discount products, with the majority priced at £1 and select items priced higher. The Company operated approximately 50 Bargain Buys stores in the UK.

In addition to its retail business, Poundworld operated a wholesale business specialising in heavily discounted B2B sales and targeting market traders, Ebay sellers, and independent retailers. The wholesale business operated under the trade name "Discount Wholesale" and accounted for approximately £9m (\$12m) of the Company's revenue in 2017.



bargain buys  
savings everyday

# available assets



**Poundworld Brand**



**Additional Brands**



**Trade Marks**



**Website Content**



**Domains**



**Social Media Assets**



**Organisational Knowledge**

**View a complete list of assets at**

[www.hilcostreambank.com/assets/poundworld](http://www.hilcostreambank.com/assets/poundworld)

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## Contact Us

For further information about the sale process and access to diligence materials please contact the following Hilco Streambank representatives:

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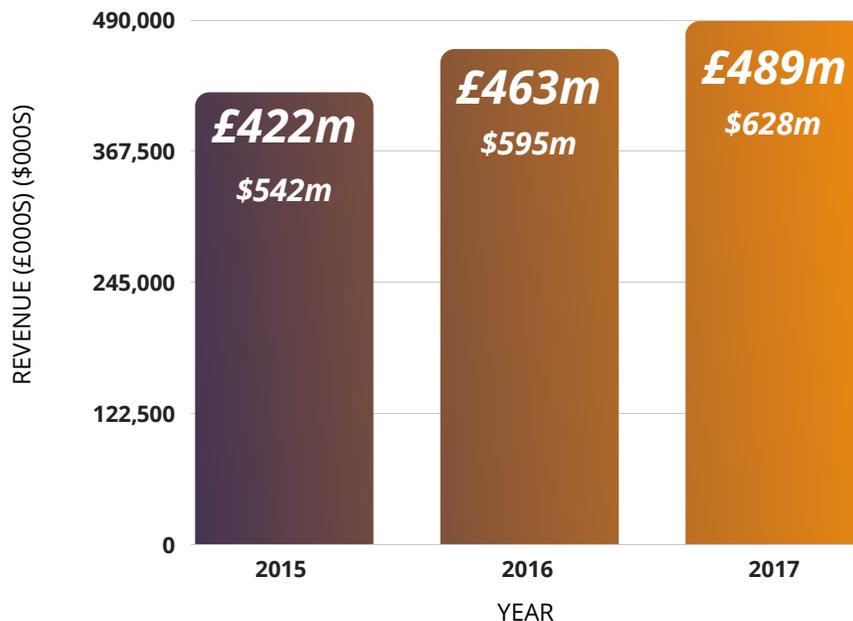
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## Historical Sales Data

Poundworld recorded historic annual revenues of £422m (\$542m), £463m (\$595m), and £489m (\$628m) in the years 2015 to 2017 respectively, and experienced a 16% growth in revenue over the period. The UK discount retail market grew by over 75% from 2012 to 2017, and is expected to grow by a further 36% by 2022.



## Sale Process

Offers for some or all of the Poundworld intellectual property assets are due: **September [13], 2018 at Noon BST**. Please contact Hilco Streambank to obtain an NDA and information regarding the sale process.