

Business Finance Proposal Form



Funding Circle Rep	Tom Maisey - 02034675545
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Date	11 th June 2024

Business

Company Name	CRIMSON TANGERINE LIMITED
Trading/Registered Address	192-198 Vauxhall Bridge Road, London, England, SW1V 1DX
Registration number	06950062
Is the entity part of a group structure?	No
Date incorporated	1 July 2009
Summary of Business Activities	Crimtan is a global and accredited expert in smarter advertising. By leveraging real-time buying intent across programmatic, we deliver the most impactful results. Crimtan generates revenue from selling programmatic advertising across all formats for its advertising partners. Crimtan has both contracted and campaign revenue from all verticals to put the right advertising in front of the right people at the right time. The revenue is either based off a percentage of media spend or on a transparent model of 15% in technology fees and 10% in management fees. As Crimtan owns its own proprietary technology margins are higher as it does not have to use any third-party providers.
Website	https://www.crimtan.com/

Proposed Finance

Amount and Term	£250k – 60 months
Date Required	June 2024
Purpose of loan	Some of this would be used for working-capital support (mainly because debtors are taking longer to pay up) but we also need to make a few hires and pay recruitment fees.

Current Position (per last filed accounts)

Annual Turnover	£16,491,602
Profit/Loss	£370,392
Shareholder Funds	£1,000
Overdraft Limit	N/A
Existing Government + other Debt (CBILS, BBL, Loan, HPs etc.)	FC £320k 36m

Director/Shareholders

	Applicant 1	Applicant 2	Applicant 3
Name & Shareholder %	PAUL GOAD		
Home Address:	103 HEENE ROAD, WORTHING, BN11 4PH		
Previous address (if less than 2 years):	Same as current address		

Homeowner /Tenant:	Homeowner		
Value:	£865,000		
Mortgage Balance:	£71,988		
DOB:	26/02/1969		
Phone 1:	07780601446		
Phone 2:			
Email:	pgoad@crimtan.com		
Consent to Search (Y/N?):	Y		

Primary Contact

Tel: Email: