

## Business Finance Proposal Form

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<b>Date</b>	11 <sup>th</sup> June 2024



## Business

<b>Company Name</b>	CRIMSON TANGERINE LIMITED
<b>Trading/Registered Address</b>	192-198 Vauxhall Bridge Road, London, England, SW1V 1DX
<b>Registration number</b>	06950062
<b>Is the entity part of a group structure?</b>	No
<b>Date incorporated</b>	1 July 2009
<b>Summary of Business Activities</b>	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.
<b>Website</b>	<a href="https://www.crimtan.com/">https://www.crimtan.com/</a>

## Proposed Finance

<b>Amount and Term</b>	£250k – 60 months
<b>Date Required</b>	June 2024
<b>Purpose of loan</b>	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)

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

## Director/Shareholders

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

<b>Homeowner /Tenant:</b>	Homeowner		
<b>Value:</b>	£865,000		
<b>Mortgage Balance:</b>	£71,988		
<b>DOB:</b>	26/02/1969		
<b>Phone 1:</b>	07780 601446		
<b>Phone 2:</b>			
<b>Email:</b>	pgoad@crimtan.com		
<b>Consent to Search (Y/N?):</b>	Y		

### Primary Contact

Tel: Email: