

IRRESISTIBLE

BUILDING BRANDS FOR THE FUTURE

thisisirresistible.com

[@thisisirresistible](https://www.instagram.com/thisisirresistible)

Problem

Traditional publishers continue to battle with digital advancements, meaning:

- An expected increase in output across formats (editorial, audio visual)
- Unattainable set-up costs to facilitate this at scale
- Changing reader expectations that favour access, authority and exclusivity

Solution

A cross-platform approach to deliver specialist media to audiences in line with consumption habits:

- Leverage collaboration to produce and deliver one-of-a kind content that appeals to audiences
- Establish a core set-up to create content that's scalable in line with revenues
 - Focus on audience and content to maintain sustainable brands

MARKET

Global market growth BUT the number of UK consumer magazines has halved since 2010

\$215.65Bn

Global Newspaper and
Magazines Publishers Market
2027 (Expected)

\$203.17Bn

Global Newspaper and
Magazines Publishers Market
2023

CAGR
1.5%

\$198.11Bn

Global Newspaper and
Magazines Publishers Market
2022

CAGR
2.6%

51m

Time spent reading
physical press daily
+18% '18-'23

1hr15m

Time spent reading
online press daily
+25% '18-'23



MARKET

A multi-format, cross-platform approach gives brands the foundations for a sustainable future

Internet users spend nearly 2½ hours a day on social media

AUDIO/VISUAL ADS POTENTIAL

15Bn

Overall YouTube Ad Revenue
2019

3.4Bn

Overall YouTube Ad Revenue
2018

CAGR
341%



Ads seen on social are Gen Z's top way to discover brands

504.9Mn

Expected Global Podcast Listeners
2024

30% ROI

Short-Form Video Engagement
2022

WHERE WE ARE



Owner of the UK's leading monthly pop music title

MAGAZINE SALES

NEWSTRADE (UK)

+14.25%

SUBSCRIPTIONS

(UK+ROW)

+221.95%

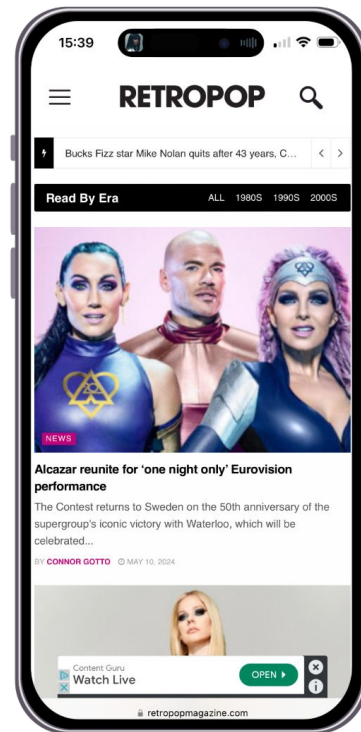
ONLINE STATS

GLOBAL REACH

>6Mn Views

WEB TRAFFIC

>250K UMV



WHO WE WORK WITH

BMG



COMPANY STRUCTURE

IRRESISTIBLE PUBLISHING

Overseeing IRRESISTIBLE's own brands internally while also working on strategic collaborations, Publishing covers content across platforms and mediums, including print and digital, and delivers products to consumers.

IRRESISTIBLE STUDIOS

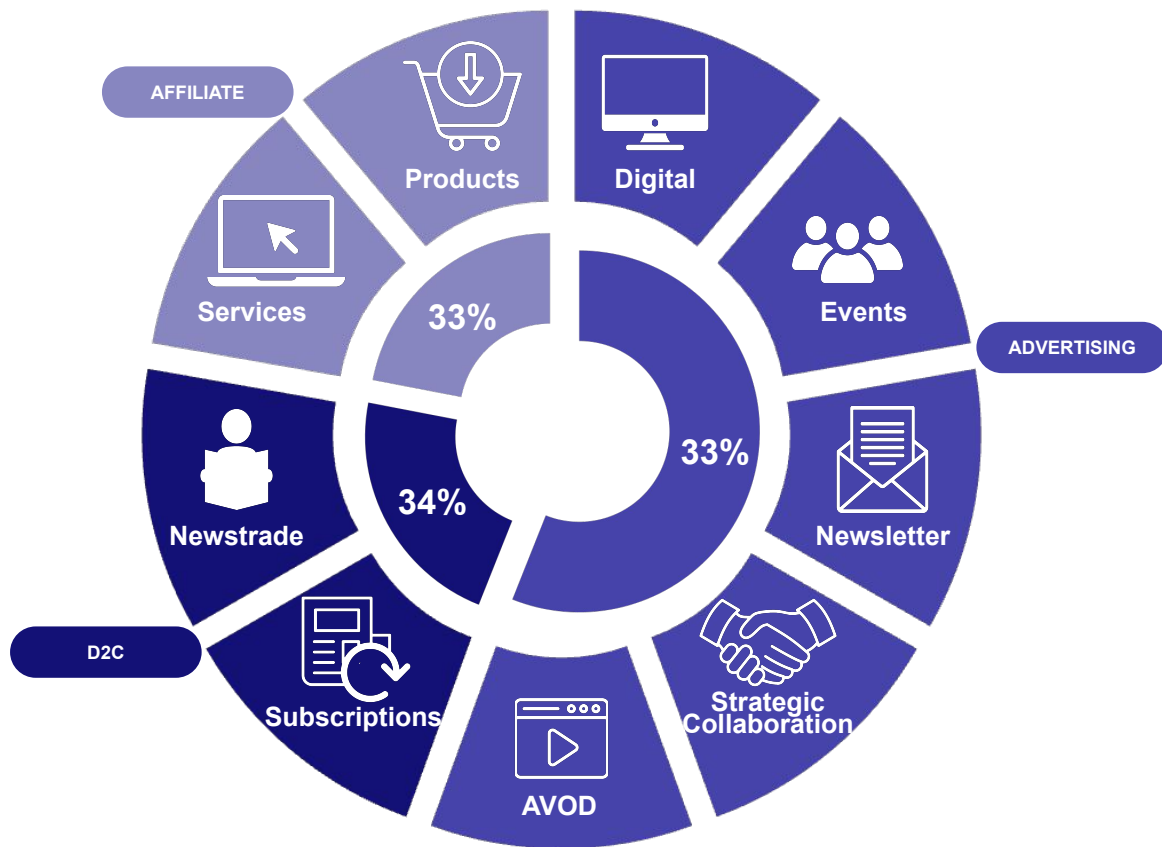
A team of industry-leading creatives including copywriters, journalists, photographers, videographers and sound engineers, all of whom work collaboratively to deliver content seamlessly and at the highest quality.

IRRESISTIBLE LABS

An in-house creative solution, devising campaigns with a focus on automation and optimisation to propel brands via compelling content that grabs consumers' attention and drives action.

A full service creative network

REVENUE STREAMS



A cross-platform approach, operating in the physical and digital spaces across editorial, audio and video to propel brands, attract audiences and drive profitable revenues.

MARKET STRATEGY



MAIL DROPS

Targeting industry executives with invitations to launch event



PRESS

Coverage from industry launch to gain exposure for IRRESISTIBLE's services



SOCIAL MEDIA

Targeting creatives on platforms such as TikTok and Instagram for brand awareness



LINKEDIN

Expanding to a wider network of potential clients who may utilise IRRESISTIBLE's services

THE TEAM

FOUNDER & CEO

Connor Gotto

PUBLISHING ADVISER

Toby Granville (*via Newsquest*)

DIGITAL & GROWTH ADVISER

Ross Barnes (*via The&Partnership*)

ART DIRECTOR

Owen Connolly (*via Smash Hits*)

EDITORIAL CONTRIBUTORS

Simon Button (*via Attitude*)

Fabio Magnocavallo (*via Euphoria*)

Donna McConnell (*via MailOnline*)

Ian Berriman (*via Electronic Sound*)

ASK

£375,000

Year	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue (£k)	£ 416,767	£ 824,409	£ 1,521,411	£ 2,282,116	£ 3,194,962
Costs (£k)	£ 285,222	£ 275,010	£ 359,492	£ 539,238	£ 754,933
EBITDA (£k)	131,545	549,399	1,161,919	1,742,878	2,440,029
Profitability	31.6%	66.6%	76.4%	76.4%	76.4%
Discounted EBITDA (£k)	£ 69,556	£ 153,608	£ 171,776	£ 136,244	£ 100,857
Investment Cash Flows for Seed Round (£k)	-£ 350,000	£ -	£ -	£ -	£ 3,894,853
Investment Cash Flows with EIS (£k)	-£ 245,000	£ -	£ -	£ -	£ 3,894,853
Investment Cash Flows with SEIS (£k)	-£ 175,000	£ -	£ -	£ -	£ 3,894,853

Company Projections and Pre - Seed Round Valuation	
Cumulative Cash Flow over 5 Years	£ 4,820,616
Discount Rate used for valuation	89.12%
Seed Valuation	£ 2,340,398
Money Raised through Seed Investment Round	£ 350,000
Percentage of Shares Offered to Investor/s	13.0%

Pre-Seed Returns	
Exit Value = Discounted Year 5 EBITDA * Multiplier	12.27
Desired 5-Year Exit Value	£ 29,939,157
Investor's Exit Value	£ 3,894,853
Dividends Paid Prior to Exit	£ -
Investor IRR	83%
Investor IRR with EIS	100%
Investor IRR with SEIS	117%
Cash-on-cash	11.1
Cash-on-cash with EIS	15.9
Cash-on-cash with SEIS	22.3

Y3

Focus on international markets

Y2

Build upon audio/visual offering

Y1 Q4

Extend brand reach with live events, sponsorships, etc.

Y1 Q3

Expand IRRESISTIBLE portfolio with brands across formats

Y1 Q2

Relaunch RETROPOP globally with editorial, audio and visual content

Y1 Q1

Leverage industry connections for strategic collaboration across sectors



IRRESISTIBLE

MORE THAN A MEDIA COMPANY

CONTACT

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THANK YOU