

CASE STUDY

WE GET THE DEAL DONE

Presto Group acquired Suomen Ensiapukoulutus

HEALTHCARE/TECH



THE DETAILS:

SEPTEMBER 2021

FINLAND | NORDICS



acquired

Suomen Ensiapukoulutus

Translink Corporate Finance advised on the sale of 100% of Suomen Ensiapukoulutus (SEAK) to the Presto Group

KEY TAKEOUTS:

Comprehensive sales materials and highly accurate financial model validated during the sales process ensured a rapid and smooth transaction with the primary buyer candidate.

TRANSACTION ANNOUNCEMENT:

In September 2021, Translink Corporate Finance announced the acquisition of 100% of the shares in Suomen Ensiapukoulutus Oy ("SEAK") by Presto Group. SEAK is the leading provider of digital first aid and certification courses in Finland. Translink acted as the exclusive financial adviser to the company and the owners of SEAK. Thanks to the rapid digitalisation of its offering, SEAK was the only company in its segment to increase its turnover in 2020 and continued to win market share in 2021 to achieve a dominant position within digital training. SEAK currently employs 10 people and has more than 100 independent instructors all over Finland. Presto Group is the leading fire safety company in the Nordics and, after the acquisition of SEAK, is also the leading training company for first aid and safety certification courses.

SUMMARY:

- As announced on September 20, 2021, Presto Group acquired SEAK to become the platform for its digital corporate training services in Finland.
- SEAK is an innovator and market leader in first aid and certification trainings in Finland.
- Presto Group became the largest fire safety and digital corporate training and certification company in the Nordics after this transaction was completed.
- Translink's sales materials emphasised the strong first-mover advantage and innovative marketing approach of the company as well as the synergies with the potential industrial buyers to create a focused, but highly competitive sales process.
- Translink was able to create a competitive sales process with only a limited number of contacted parties, enabling the sellers to get the full value of the company at closing.

"As the market leader in digital first aid and safety training in Finland, we wanted to find a partner that could help us expand abroad as well. Translink introduced us to Presto and we quickly found a common understanding. Together, we can become the dominant player in this market segment in the Nordics."

**- SEAK CEO and shareholder
Tero Roivainen**