

CASE STUDY

WE GET THE DEAL DONE

Miss Group acquired Euronic

IT



THE DETAILS:

APRIL 2020

SWEDEN | FINLAND



acquired



Translink Corporate Finance assisted in Miss Group's acquisition of Euronic Oy

KEY TAKEOUTS:

The case highlighted the need to negotiate a detailed letter of intent (LOI). Translink was able to negotiate all the key terms of the share purchase agreement before the parties signed the letter of intent, thus significantly increasing deal security for the sellers and reducing the time between LOI and signing to less than two months.

TRANSACTION ANNOUNCEMENT:

Translink represented Miss Group in the transaction as part of an on-going international buy-side mandate that has already resulted in numerous transactions over the last couple of years.

The discussions were characterised by quick decision-making, efficient negotiations and due diligence process and high deal security for the sellers despite the outbreak of COVID-19 during the last few weeks of the process.

SUMMARY:

- Miss Group is an international web hosting group based in Stockholm that offers a range of hosting-related services such as Web Hosting, Domain Registration and VPS.
- Euronic is a leading Finnish web hosting provider.
- The deal was Miss Group's first acquisition in Finland.
- Translink's ability to constantly reassure the sellers of the buyer's sincere intentions to execute the deal as agreed in the LOI made a deal possible. The sellers had a history of earlier failed processes due to buyers' significantly altering deal terms during share purchase agreement negotiation.

“This was our fifth successfully executed deal with the assistance of Translink’s global team and we continue to pursue new opportunities together,”

- Mattias Kaneteg, the CEO of Miss Group