

# CASE STUDY

We get the deal done.

Miss Group acquired Euronic

TMT

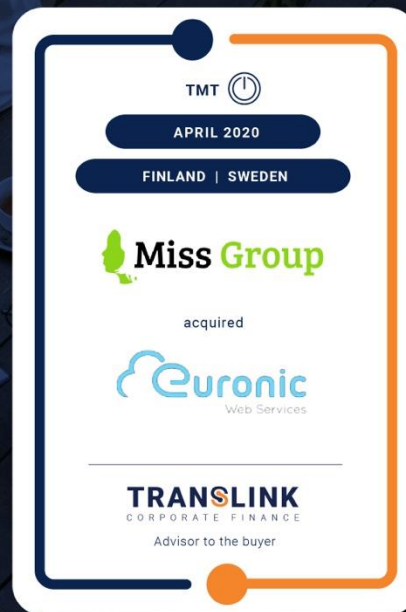


## TRANSACTION ANNOUNCEMENT

Translink advised Miss Group in its acquisition of Euronic Oy

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



## TRANSACTION HIGHLIGHTS

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 deal was characterised by swift decision-making, efficient negotiations, and a rigorous due diligence process. Despite the COVID-19 outbreak in the final weeks, high deal security was maintained.

## KEY TAKEAWAYS

- Negotiating a comprehensive Letter of Intent (LOI) upfront secured key terms, reducing the LOI-to-signing timeline to under two months.
- The acquisition marked Miss Group's entry into Finland, expanding its market presence.
- Translink reassured the seller of the buyer's commitment, addressing concerns from previous failed negotiations where terms had changed significantly.

## DEALMAKERS

Ruben Moring, Pontus Backlund, Fredrik Ullberg, Eric Forsner

**"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