

# CASE STUDY

We get the deal done.

Nordic ID Oyj acquired by Brady Corporation

TMT



## TRANSACTION ANNOUNCEMENT

Translink advised Nordic ID Oyj on the sale to Brady Corporation

Nordic ID Oyj is a full-service PaaS provider specialising in tracking and tracing devices. Its portfolio includes professional item tracking and data capture tools such as wearable, mobile, and fixed UHF RFID readers and barcode scanners

Brady Corporation is American corporation operating in identification solutions field



## TRANSACTION HIGHLIGHTS

Brady Corporation and Nordic ID Oyj reached a definitive agreement for Brady to acquire all outstanding Nordic ID shares at €3.30 per share. The total equity purchase price was €8.1 million (USD 9.7 million), plus USD 3 million in assumed external debt.

## KEY TAKEAWAYS

- Translink acted as Financial Advisor, providing a Fairness Opinion to the board, which unanimously recommended the €3.30 per share offer.
- 59.2% of shareholders committed irrevocably to the offer.
- In June 2020, Translink advised Nordic ID Oyj on a cost-effective equity offering, leveraging First North market structures.
- As Nordic ID's Certified Advisor, Translink facilitated a Helsinki Takeover Code-driven cash offer. During this period, the share price rose from €2.1 to €3.3 per share, with a 92.47% shareholder acceptance in four weeks.

## DEALMAKERS

Sami Miettinen, Juuso Marttinen

**“All members of the Nordic ID Oyj Board were very convinced of the quality of the preparation, execution and recommendations by Translink Corporate Finance in connection with the public takeover.”**

– Jorma Lalla, Nordic ID Chair