

CASE STUDY

We get the deal done.

LYYT acquired by Vaaka

TMT



TRANSACTION ANNOUNCEMENT

Translink advised Lyyti Oy in the acquisition by the Finnish private equity house, Vaaka Partners, advised Oppigårds Bryggeri AB in its sale to Röko

Lyyti provides a web based B2B software solution for collecting and managing participant data at events, including an array of advanced solutions and integrations for efficient participant data management and analysis

Vaaka Partners is a Finnish private equity house focussed on the Nordic mid-market segment



TRANSACTION HIGHLIGHTS

Translink Corporate Finance acted as the exclusive financial adviser to the owners of Lyyti in the sale of their company to private equity house, Vaaka Partners.

KEY TAKEAWAYS

- Lyyti has nearly quadrupled its revenue over the past five years and employs more than 50 people.
- Vaaka Partners was attracted to Lyyti's profitable and fast-growing SaaS business, customer base, and existing integrations with global marketing automation and CRM platforms, aligning with its €225 million Buyout Fund III investment strategy.
- Translink's expertise in managing complex transactions, maintaining information flow, and crafting a clear equity growth story resulted in a final bid approximately 50% higher than the initial offer, demonstrating the value of a well-structured, niche-focused narrative.

DEALMAKERS

Tero Nummenpää

"Translink saved us from burning out during an intensive six-month period and spared hundreds of working hours from our company by taking full responsibility of the project. I am extremely satisfied with the cooperation and outcome. Thanks to Translink's ability to crunch numbers and make sense of complexity as well as efficiently control multiple simultaneous processes during the project was at a high level, we were able to concentrate on the essentials."

- Petri Hollmén, CEO of Lyyti