

# CASE STUDY

## WE GET THE DEAL DONE

LYYT acquired by Vaaka

IT



### THE DETAILS:

JUNE 2019

FINLAND

**LYYTI**

acquired  
by

**VAAKA**  
PARTNERS

Translink Corporate Finance acted as advisors to Lyyti Oy in the acquisition by the Finnish private equity house, Vaaka Partners.

### KEY TAKEOUTS:

This complex and niche business required diligent project management and preparation with a clear equity and growth story

The case highlighted the need to have a clear and concise equity story, as Lyyti is a niche player with a multi-dimensional value proposition – Translink was able to craft a story that summarized the key points and was easy to understand for prospective buyers

### TRANSACTION ANNOUNCEMENT:

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.

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. Lyyti has almost quadrupled its revenue over the past five years and currently employs more than 50 people.

### SUMMARY:

- Lyyti's stated its aim is to allow for improved event data collection, storage, and analysis through its software.
- Lyyti's profitable and fast-growing SaaS (Software as a Service) business, very satisfied clients, existing platform integrations to global marketing automation and CRM platforms were key reasons for Vaaka Partners' interest.
- At the time, Vaaka Partners Buyout Fund III was €225m.
- Translink's ability to maintain a steady flow of information and competitive sales process lead to the final bid being considerably (c. 50%) higher than the first received bid.
- The transaction was announced on June 28, 2019.

**"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**