

CASE STUDY

WE GET THE DEAL DONE

Monterro acquired PLAYipp

TMT



THE DETAILS:

SEPTEMBER 2023

SWEDEN



Translink Corporate Finance acted as the advisor to PLAYipp on its sale to Monterro.

KEY TAKEOUTS:

Translink's wide network and knowledge of relevant investors allowed PLAYipp to meet many potential investors, both in Sweden and internationally.

After evaluation, Monterro was viewed as the right partner due to its exceptional operational track record of scaling software companies in a similar phase.

DEAL MAKERS:

Fredrik Ullberg, Anton Danielsson & Caspar Hedman

TRANSACTION ANNOUNCEMENT:

Translink Corporate Finance acted as the financial and strategic advisor to PLAYipp, a Swedish based SaaS company, in its sale to Monterro, a leading B2B software investor in the Nordics.

SUMMARY:

- PLAYipp is a SaaS company headquartered in Gävle, Sweden providing customers with a software solution that allows for seamless broadcasting of information on digital screens to employees, their respective customers, or any other intended audiences.
- Sold to over 2 500 customers in both public and private sectors primarily in Sweden, the two products are PLAYipp Digital Signage and PLAYipp Rooms.
- PLAYipp has historically shown strong growth with a high share of recurring revenues.
- Monterro specialises in elevating Nordic software companies to market leadership positions and actively collaborates with its portfolio companies, offering support from offices in Stockholm, Oslo, Munich and Hanoi.
- Monterro has a successful track record in developing and operating multinational software companies such as Pointsec, Episerver and Lime.

“The process has been very professional, and I have been impressed by Translink’s reach, where I have been able to meet both Swedish and international investors of different types, and as such had several options to choose between. I finally chose Monterro, which I believe will be the right partner to accelerate PLAYipp’s growth and take the company to new heights. Translink always had a high degree of availability throughout the entire process, which has showcased the value of having a competent advisor that I could turn to throughout the process’s many steps and decisions.”

Richard Häll, PLAYipp/