

CASE STUDY

We get the deal done.

Monterro acquired a stake in PLAYipp

TMT



TRANSACTION ANNOUNCEMENT

Translink acted as the advisor to PLAYipp on its sale to Monterro

PLAYipp is a B2B SaaS company that provides its customers with a software solution that enables seamless broadcasting of information on digital screens to enable communication to audiences

Monterro will accelerate PLAYipp's growth and elevate the company to new heights



TRANSACTION HIGHLIGHTS

PLAYipp provides digital signage and meeting room solutions to over 2,500 public and private sector customers, primarily in Sweden, with strong growth and recurring revenue. Monterro, a specialist in scaling Nordic software firms, actively collaborates with its portfolio companies and has a proven track record with businesses like Pointsec, Episerver, and Lime.

KEY TAKEAWAYS

- 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.

DEALMAKERS

Fredrik Ullberg, Anton Danielsson, Caspar Hedman

"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...and as such had several options to choose (from). 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