

# CASE STUDY

We get the deal done.

Standout Capital acquired Smartsign

TMT



## TRANSACTION ANNOUNCEMENT

Translink CF advised Smartsign on the sale to Standout Capital

Smartsign is a Swedish software company within digital signage, that develops and delivers a market-leading platform for the management and publishing of digital screen content

Standout Capital is a Stockholm-based private equity firm investing in Nordic tech companies



### TRANSACTION HIGHLIGHTS:

Translink Corporate Finance acted as financial and strategic advisor to Smartsign in the sale to Standout Capital.

Smartsign is a Swedish software company within digital signage, the company develops and delivers a market-leading platform for the management and publishing of digital screen content.

### KEY TAKEAWAYS

Standout Capital will become the majority shareholder in the company. The partnership creates strong conditions to accelerate Smartsign's continued growth and strengthen the company's position in the international market.

### DEALMAKERS:

Fredrik Ullberg, Anton Danielsson, Hanna Kölerud

*"We are very pleased with the support provided by Translink throughout this transaction. Their structured and disciplined process, combined with strong market insight and clear communication, was instrumental in achieving a successful outcome. Translink demonstrated professionalism and commitment at every stage, and we greatly value their contribution to securing the right long-term partner for Smartsign."*

Johan Peters, Chairman and Co-Owner, Smartsign