



Suomen Ensiapukoulutus – Presto Group

Market-leading digital training company acquired by Nordic peer with highly-attractive deal structure

Sell side M&A advisory



Deal takeaways:

- Comprehensive sales materials and highly accurate financial model validated during the sales process ensured a rapid and smooth transaction with the primary buyer candidate

Transaction announcement

September 20, 2021 (Helsinki, Finland)

Translink Corporate Finance announces the acquisition of 100% of the shares in Suomen Ensiapukoulutus Oy ("SEAK") by Presto Group. SEAK is the leading provider of digital first aid and certification courses in Finland. Translink acted as the exclusive financial adviser to the Company and the owners of SEAK.

SEAK was able to quickly replace its on-premise courses with digital and hybrid courses, when Covid-19 restrictions came into force in 2020. Thanks to the rapid digitalization of their offering SEAK was the only company in its segment to increase its turnover in 2020 and has continued to win market shares in 2021 to achieve a dominant position within digital trainings. SEAK currently employs 10 people and has more than 100 independent instructors all over Finland executing their courses.

Presto Group is the leading fire safety company in the Nordics and after the acquisition of SEAK also the leading training company for first aid and safety certification courses. Filip Bjurström, CEO, commented on the transactions: *"We continue our growth journey in the Nordic region through acquisitions and the fact that Suomen Ensiapukoulutus will now become part of Presto is a natural step to strengthen our offering in the Finnish market."*

CEO and shareholder Tero Roivainen was very pleased Translink as financial advisor: *"As the market leader in digital first aid and safety trainings in Finland we wanted to find a partner that could help us expand also abroad. Translink introduced us to Presto and we rapidly found a common understanding on how we together can become the dominate player in this market segment in the Nordics"*

Deal summary

- The transaction was announced on September 20, 2021
- Presto Group acquired the Company to become the platform for their digital corporate training services in Finland
- SEAK is the innovator and market leader in first aid and certification trainings in Finland
- Presto Group is the largest fire safety and digital corporate training and certification company in the Nordics after this transaction was completed
- Translink's sales materials emphasized the strong first-mover advantage and innovate marketing approach of the Company as well as the synergies with the potential industrial buyers to create a focused, but highly competitive sales process
- Translink was able to create a competitive sales process with only a limited number of contacted parties enabled the sellers to get the full value of the Company at closing.