

# Case study: Miss Group – Euronic

## Key takeaways

### Basic info

April 2020

Finland | Sweden

**Miss Group**

acquired

**Euronic**  
Web Services

**TL TRANSLINK**  
CORPORATE FINANCE  
Advisor to the buyer

#### Deal takeaways:

- Structured and detailed Letter of Intent is key for enabling a smooth and efficient share purchase agreement negotiation phase

### Transaction announcement

#### 2020-04-06 (Helsinki, Finland)

Translink Corporate Finance announces the acquisition of Euronic Oy, a leading Finnish web hosting service provider, by Miss Group. Euronic is one of the leading providers of domain name and web hosting services in Finland with over 14 000 customers. Thanks to its highly automated processes and distinctively branded and differentiated products it is the most profitable player in the Finnish market with an EBITDA-% of over 60%. The Company had revenues of EUR 2.5 million in 2019 and is based in Turku.

Translink represented Miss Group in the transaction as part of an on-going international buy-side mandate that has already resulted in numerous transactions over the last couple of years. The discussions were characterized by quick decision-making, efficient negotiations and due diligence process and high deal security for the sellers despite the outbreak of COVID-19 during the last few weeks of the process.

Mattias Kaneteg, the CEO of Miss, commented on the transaction: *"Euronic will be an excellent platform for further growth in Finland and is in line with our focus on expansion in the Nordics. This was now our fifth successfully executed deal with the assistance of Translink's global team and we continue to pursue new opportunities together."*

### Deal summary

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- The transaction was announced on April 6, 2020
- Euronic is a leading Finnish web hosting provider
- Miss Group is an international web hosting group based in Stockholm that offers a range of hosting-related services such as Web Hosting, Domain Registration and VPS
- The deal was Miss Group's first acquisition in Finland
- The case highlighted the need to negotiate a detailed letter of intent. Translink was able to negotiate all the key terms of the share purchase agreement already before the parties signed the letter of intent, thus significantly increasing deal security for the sellers and reducing the time between LOI and signing to less than two months
- Translink's ability to constantly reassure the sellers of the buyer's sincere intentions to execute the deal as agreed in the LOI made a deal possible in a situation, where the sellers had a history of earlier failed processes due to buyers' significantly altering deal terms during share purchase agreement negotiations