

# CASE STUDY

## WE GET THE DEAL DONE

Nordic ID Oyj acquired by Brady Corporation

IT



### THE DETAILS:

APRIL 2021

FINLAND



acquired by



Translink Corporate Finance acted as advisor to Nordic ID Oyj on the sale to Brady Corporation.

### KEY TAKEOUTS:

Trusted client relationship formed as Certified Advisor (CA) led to The Helsinki Takeover Code driven transatlantic cash offer. During Translink's CA period the share price increased from €2.1 to €3.3 per share, there was a 92.47% shareholder acceptance over the 4-week offer period.

### TRANSACTION ANNOUNCEMENT:

In a groundbreaking deal, Brady Corporation and Nordic ID Oyj announced that they had entered into a definitive transaction agreement that saw Brady launch an all-cash tender offer in Finland to acquire all of the outstanding shares of Nordic ID for EUR 3.30 per share.

This equated to a total equity purchase price of €8.1 million (USD 9.7 million), plus the assumption of external debt of approximately USD 3 million.

### SUMMARY:

- Nordic ID Oyj is a full-service PaaS (Platform as a Service) solutions company that provides tracking and tracing devices. Its product portfolio includes professional item tracking and data capture tools: wearable, mobile and fixed UHF RFID readers and writers, mobile HF RFID readers and mobile barcode readers.
- The transaction was announced on the morning of April 15, 2021, before the Nasdaq First North Growth Market opened and reached 92.47% acceptance by May 18, 2021, leading to transaction being unconditionally accepted.
- As Financial Advisor, Translink Corporate Finance provided a Fairness Opinion to the board of directors of Nordic ID Oyj which unanimously recommended the shareholders to accept the EUR 3.30 share offer.
- 59.2% of the shareholders committed irrecoverably to accept the offer.
- On June 2020, Translink Corporate Finance advised Nordic ID Oyj on a directed equity offering utilising the cost-effective market structures available for First North companies.

**“All members of the Nordic ID Oyj Board were very convinced of the quality of the preparation, execution and recommendations by Translink Corporate Finance in connection with the public takeover,”**

**– Jorma Lalla, Nordic ID Chair**