

Cross-Border Transaction



Acquirer: **Nors Group SA**
Company Purchased: **Strongco**



DEAL FACTS

Date	March 18 th , 2020
Type of Transaction	Cross-Border
Sector	Industrials
Deal Value	€157 million
Global M&A Partners	Crosbie & Company (Canada)

THE TRANSACTION AND GMAP'S DEAL INPUT

- Strongco was a thinly-traded and underappreciated public company that was in the process of an operational turnaround. However, the materially improved results had not yet been recognized by the market
- Buyers had to be convinced that the structural changes underpinning the post-turnaround results were sustainable based on only a few quarters results
- The Nors Group is a privately-owned Portuguese multinational that distributes heavy construction equipment on four continents
- Crosbie & Company acted as an exclusive financial advisor to Strongco (the seller) in this deal
- Crosbie ran an international sale process that surfaced multiple offers and resulted in an 80% premium to market for Strongco shareholders

ABOUT STRONGCO

- Strongco Corporation, a TSX-listed company, is a major multiline mobile equipment dealer with operations across Canada. The company sells, rents and services equipment used in diverse sectors such as construction, infrastructure, mining, oil and gas, utilities, municipalities, waste management and forestry.
- The Company has approximately 500 employees serving customers from 26 branches in Canada. In addition, it has a total net sales of €280 million, along with an EBITDA of €26 million.

GLOBAL M&A

About Global M&A Partners:

Established in 1999, Global M&A Partners is a leading international partnership of investment bankers specializing in mid-market transactions. We provide sector expertise, international scope, and deep local market knowledge and execution capabilities for our clients. We operate with local offices across 4 continents and have completed over 1,500 transactions during the last ten years, typically ranging from €50 to €500 million.

www.globalma.com



CONTACT: **Canada:** Crosbie & Company
Richard Betsalel
+1-416-36-4882
rbetsalel@crosbieco.com
<https://www.crosbieco.com/>