

Integrating sustainable solutions in the fire safety market

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DEAL SNAPSHOT

Unica, a Dutch technical service provider, has acquired Fire Safety Holding B.V., the parent company of Gerco and Applicom.

Unica is the largest provider of technical services in the Netherlands. The company is known for its sustainable innovations, which focus on all issues relating to technology in the building sector.

Gerco and Applicom are the leading players in the passive fire protection market in the Netherlands. They are innovative due to the high degree of digitalization of their services. By using QR codes and an app developed in-house, technicians on site always have access to the correct information about the applications that are being worked on. This advanced digitalization of services is in line with Unica's vision of the future regarding management and maintenance.

With this acquisition, Unica will be able to strengthen its portfolio, enabling the company to offer integrated total solutions for fire-safe buildings.

“Gerco and Applicom’s focus on passive fire safety complements Unica’s active fire safety activities. The combination of their services with our portfolio ensures an even stronger and distinctive position in the fire safety market. Oaklins supported us in this transaction, and their professionalism and strategic advice allowed us to continuously be one step ahead in the process.”

JOHN QUIST
CEO
UNICA, NETHERLANDS

OAKLINS PLAYED A MAJOR ROLE FACILITATING THIS DEAL

Oaklins’ team in the Netherlands acted as the exclusive M&A advisor to Unica in this transaction. Our strategic M&A advisory services included advising on bidding strategy and deal tactics. With extensive experience in the technical safety and security services sectors, our team has been able to support Unica’s growth over the past years.

unica
samen maken we de toekomst

MARKET TRENDS & DEAL DRIVERS

The passive fire safety market is characterized by increasingly stringent regulations set by both governments and non-governmental organizations, such as insurance companies. This trend is further accelerated by the increasing awareness on the safety of buildings safety as a result of recent disasters. Fire safety solutions are key to safeguarding the continuous functioning of a building's fire safety protection.

An important trend in the fire safety market is the ongoing interest of private equity. Strong and resilient industry fundamentals – including relatively high margins combined with significant revenue visibility driven by an ongoing increase in regulation, and a structural rise in demand – make this a popular sector for financial investors.

M&A VALUATION ASPECTS

In general, the fire safety market is fragmented, offering an opportunity for consolidation. Innovative activities such as proprietary software and the extent of local regulations – which result in recurring revenues – are some of the value drivers in this industry.

Fire Safety Holding's sale process has been competitive, with multiple interested parties. Unica came out on top as they were able to offer deal certainty, a fair price and the ability to accelerate the company's growth.

TALK TO OUR ADVISOR

✉ **ARJEN KOSTELIJK**

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Arjen has more than 15 years of corporate finance and M&A experience and has advised on many deals in several industries. Recent transactions he has closed include the sale of Kalsbeek to Normec, the sale of BGL and Marinetrans to Waterland, the acquisition of BTL by Idverde, the merger between Troostwijk Auctions and BVA Auctions, the acquisition of Nsecure by Unica and the sale of Unica to Triton.



“This acquisition enables Unica to strengthen and expand its range of fire safety services. With our broad network in the sector and extensive experience in M&A, we were able to help Unica achieve the best outcome.”

ARJEN KOSTELIJK
PARTNER, OAKLINS, NETHERLANDS

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