



Oaklins

New partnership in the facility management services sector in northern Germany

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DEAL SNAPSHOT

The shareholders of Bockholdt GmbH & Co. KG have sold 100% of their shares to STRABAG Property and Facility Services Group (STRABAG PFS). The takeover has been approved by the antitrust authorities.

Founded in 1959 and headquartered in Lübeck, Germany, Bockholdt is a family-owned business that specializes in cleaning buildings, industrial facilities and hospitals. With around 3,600 employees in 13 locations and its own training academy, Bockholdt is one of the largest and most attractive employers in northern Germany. In addition to maintenance cleaning, the company provides innovative industrial services such as robot-assisted cleaning of ventilation systems as well as environmentally friendly cleaning of solar and wind power plants and pest control.

STRABAG PFS, a subsidiary of the Europe-based technology partner for construction services, STRABAG SE, is an integrated real estate and industrial service provider, with digital and technical expertise. STRABAG PFS provides sustainable solutions to every type of real estate, from offices to industrial and production sites and from logistics centers to technical buildings and data centers. Its service portfolio includes technical and infrastructural facility management, property management, refurbishment and upgrading, and special industrial services. Its qualified employees provide all these services in Germany, Austria, Poland, Slovakia and the Czech Republic, tailor-made for clients, industries and locations with uniformly high-quality standards.

“The Oaklins Germany team supported me throughout the entire process in a truly Hanseatic and entrepreneurial way, and made a meaningful difference to this transaction. With their expertise, we were able to find the most suitable partner for the future of the company and, along with it, settle my succession. I strongly believe that both employees and clients will benefit from this partnership.”

GÜLTEN BOCKHOLDT
SHAREHOLDER
BOCKHOLDT GMBH & CO. KG
GERMANY

OAKLINS ASSISTED IN FINDING A SUITABLE PARTNER

Oaklins' team in Germany acted as the exclusive financial advisor for the sellers in this transaction. Their expert guidance and assistance resulted in identifying the ideal partner for the future of the company and their valued employees and customers, allowing a swift and successful succession.



MARKET TRENDS & DEAL DRIVERS

The facility management (FM) and professional cleaning services industry is experiencing a trend towards increased outsourcing and specialization. Many businesses are choosing to outsource their FM and cleaning needs to specialized facility service companies in order to save on labor costs and improve efficiency. Additionally, there is growing demand for specialized cleaning services, such as green cleaning and infection control, as more companies prioritize environmental sustainability and the health and safety of their employees and clients. Another trend is the use of technology in the cleaning industry, such as remote monitoring and data analytics, to improve service delivery and cost efficiency.

There are several factors that drive M&A activity in the FM and professional cleaning services industry: as well as economies of scale, buyers focus on acquiring complementary technologies and services. Companies with a high degree of specialization in certain areas of the value chain can be very attractive targets, as they provide additional cross-selling potential or a competitive edge.

Overall, M&A deals in the industry are driven by a mix of strategic, financial and operational considerations, with the aim of becoming a more efficient and sustainable business.

M&A VALUATION ASPECTS

The FM and professional cleaning industry is a substantial and growing, yet highly fragmented, market. The global cleaning services market attained a value of approximately US\$69.8 billion in 2022, and is expected to witness further growth in the period 2023–2028, growing at a CAGR of 6.4% to reach US\$101.28 billion by 2028.

Given that demand for specialized cleaning services has not only been propelled by the pandemic and regulatory needs, but also by a more general trend towards comprehensive outsourced FM services, multiples remain stable. Based on an analysis conducted by Oaklins, where 200 recent transactions were analyzed, including the takeover of Axis Group by Bidvest Noonan as well as the secondary buy-out of Apoleona by PAI Partners in 2021 and Norrlands Miljovard by Coor in 2019, multiples vary within a range of 7.5x–9.5x EBITDA.

The market will further consolidate as synergies in integrated FM services are compelling, and demand for specialized but nationwide coverage of cleaning services is on the rise. Large FM players are diversifying their portfolio to become a one-stop shop. Thus, EBITDA multiples will remain stable. However, valuation premiums are feasible and likely to be subject to certain features such as the level of specialization and digital capabilities.

TALK TO OUR ADVISOR



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With 20 years of experience in M&A and corporate finance advisory, Karsten has advised clients in various sectors, including the consumer goods production and retail markets as well as B2B services. His most recent M&A deals include the sale of ABC Westland, a fresh food logistics company in the Netherlands, to US investor Hines; the sale of the famous Schramm Werkstätten to Flex Bedding Group; the sale of BBS Gebäudetechnik GmbH, a specialized HVAC solution provider, to a strategic investor; and the acquisition of Grupo Empresarial Coltrans S.A.S., a leading Colombian logistics company, by Lexzau, Scharbau GmbH & Co. KG.

“The cleaning industry has advanced and become much more professional recently, even taking into account COVID-19. Competencies in the field of logistics and technology have emerged as decisive differentiators in competition. Furthermore, Bockholdt is an attractive employer that overcomes the shortage of skilled workers with strong training and development concepts. We at Oaklins are proud to have helped the Bockholdt family find a strong partner in STRABAG PFS.”

OAKLINS HAS CLOSED 636 DEALS IN BUSINESS SUPPORT SERVICES

United by a strong belief that we can achieve the extraordinary. Oaklins is a global team of 850+ financial advisory professionals in 45 countries providing M&A, growth equity, ECM, debt advisory and corporate finance services to support entrepreneurs, corporates and investors in reaching their goals.

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