



SOCIETEX CORPORATE FINANCE completes a second buy-side mission for TagMaster



TagMaster

Acquisition of the “vehicle detection systems” operations of Hikob by TagMaster

TagMaster is a leading manufacturer of RFID products and advanced traffic sensors for the smart city.

Jonas Svensson, CEO of TagMaster appointed Societex Corporate Finance two years ago to identify potential acquisition targets in France.

TagMaster bought Magsys in 2017, a company specialized in the supply of equipment for road traffic management, parking and radio transmission.

Societex CF again advised TagMaster for the acquisition of Hikob, a specialist in field data acquisition systems.

Jonas Svensson said: " TagMaster is excited about this new step in its external growth and aims to grow with Hikob in the parking and traffic solutions market. TagMaster is a major player in smart city solutions. The synergies between our acquisitions Magsys, Hikob and the TagMaster group are immediate. With this enhanced product offering, TagMaster has an excellent opportunity to become a leading player in the intelligent transport systems market in France, United Kingdom and Nordics Region.

THE ADVISORS

Buy-side financial advisor: **SOCIETEX CF** (Pascal RIVIERE, Jérémy AZZARITA)

Buy-side legal advisor: **DS AVOCATS** (Bernard TEZE, Emma QUERCY)

Sell-side legal advisor: **CABINET COLBERT** (Cécile DESSAPT)



About SOCIETEX CORPORATE FINANCE

Created in 1952, SOCIETEX CORPORATE FINANCE is specialized in Corporate Finance advisory and delivers tailored services for family-owned SMEs of the Small and Mid-market, as well as non-core divestments of larger groups. Its multidisciplinary team of 7 partners and 10 professionals enables SOCIETEX to fulfil most of the sectorial issue of its clients.

Its areas of intervention, in France or abroad, primarily cover:

- The acquisition and external growth advisory,
- The sale advisory, financial engineering and disposal of non-strategic assets,
- The fundraising, mainly within development projects,
- The business valuation (equity, social shares, material goods, brand, patents, ...) in the context of a sale, a negotiation, an independent expertise, ...

The value of most of the advised operations are ranging between 2 and 50 \$m. SOCIETEX CORPORATE FINANCE advised nearly 150 transactions during the last 10 years, completed around 100 corporate and brand valuations throughout its SVA entity.

Contact SOCIETEX CORPORATE FINANCE

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