



IMAP - SOCIETEX CORPORATE FINANCE advise the Sweden-based company TAGMASTER on its acquisition of MAGSYS

TagMaster

December 2017: Acquisition of Magsys by TagMaster

TagMaster, the leading supplier of advanced RFID, Infomobility and ANPR cameras for vehicle identification within Traffic and Rail solutions, today announce that it has closed on its previously announced acquisition of Magsys.

Magsys was established in 2003 and is the leading added value ITS (intelligent transportation solutions) distributor in France with a strong foothold in vehicle counting, travel time management and on-street parking monitoring. Magsys are selling towards the French road administrations in cities, departments and to highways (toll roads). Sales for 2018 are expected to reach 2,5M€ with a good EBITDA margin.

The consideration will be funded from the existing bank facilities and the acquisition is expected to be earnings enhancing to TagMaster in the first full financial year following the transaction.

“TagMaster is excited about this important step in our growth strategy and we will together with Magsys become a stronger player in the Traffic solutions market in France. Following this acquisition we will continue to establish ourselves as an important player in Smart City solutions. There are clear and immediate synergies between Magsys and CA Traffic and CitySync. With the combined expertise at Magsys and CA Traffic and CitySync we believe we have an excellent opportunity to become one of the main players in the fast-growing French ITS market. We will also take full advantage of CA Traffic’s technical expertise in traffic monitoring products and start distribute them through Magsys strong clientbase in France.” says Jonas Svensson, CEO, TagMaster

Commenting on the acquisition, Jean-Marc Coutellier Magsys MD, said “We are very pleased to be joining the TagMaster group. We recognise and welcome the strength that the union will bring to both brands and the synergies that are immediately apparent with the other TagMaster companies.”

ADVISORS

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About SOCIETEX CORPORATE FINANCE

Created in 1952, Societex CF 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 4 partners and 14 professionals enables Societex CF to fulfil most of the sectorial issues of its clients.

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

- The M&A advisory, as well as the financial engineering that goes along,
- The Financing of acquisitions through equity and debt,
- The international support,
- The business valuation (equity, social shares, material goods, brand, patents, ...) in the context of a sale, a negotiation, an independent expertise, ...

The values of most of the advised operations are ranging between EUR 5 and 50 million. Societex CF advised nearly 200 transactions during the last 10 years, and also completed around 100 corporate and brand valuations throughout its SVA entity.

SOCIETEX is the co-founder of the IMAP network in Europe and the exclusive representative in France. IMAP closed over 2,100 transactions valued at \$90bn in the last 10 years and is consistently ranked among the Top 10 M&A advisors for mid-market transactions.

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