

Global Niche Company within Specialised Hardware Solutions - TEASER

Case Number: VBS0855

INTRODUCTION

An established international niche company with a strong market position within specialised computer hardware solutions is offered for sale. The business has built a solid position in a global niche market, delivering specialised products to both professional users and segments with specific needs.

Operations are characterised by a scalable and flexible model with low inventory requirements and high delivery reliability, supported by an efficient international distribution setup. Sales are generated through a global network of distributors combined with direct online channels, ensuring broad market access and a stable customer base.

Demand is largely inbound-driven, reflecting strong market positioning and brand recognition within its target segments. The company benefits from long-standing customer relationships, high customer loyalty and a consistent level of repeat business, supporting a stable and predictable revenue profile.

The business represents a well-managed and documented platform with clear opportunities for further development through enhanced commercial focus, expansion of selected product areas and continued international scaling. The current owner is willing to remain involved and actively support the transition period following completion of the transaction.



The company operates in a global niche market with limited competition, supported by strong positioning built on product quality and distribution capabilities.



A flexible, order-driven operating model enables high adaptability, low capital binding and attractive margins on specialised solutions.



Identified growth potential within new product areas and increased commercial focus provides a clear opportunity for scaling under new ownership.

MARKET

The company operates in a global niche market characterised by stable demand and limited competitive intensity. The competitive landscape consists of a small number of international players, most with relatively limited scale, enabling the company to maintain a strong position without reliance on price competition.

Demand is supported by structural drivers such as continued digitalisation, increasing requirements for workflow efficiency and a growing focus on accessibility and usability across user groups. While certain sub-segments have experienced temporary slowdown, other areas remain in structural growth, contributing to a balanced and resilient demand profile with long-term relevance.

ACQUISITION RATIONALE

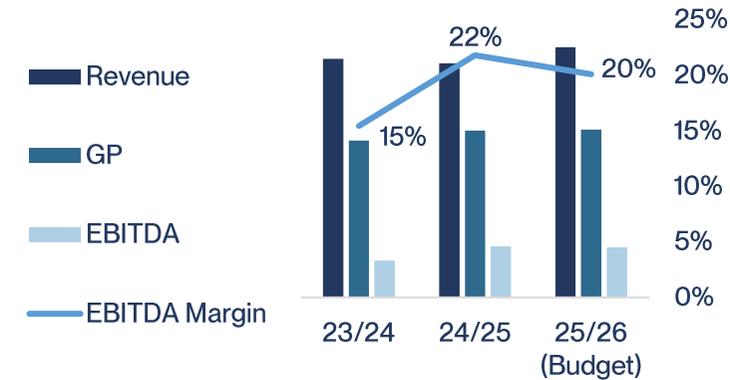
The opportunity offers a scalable platform with multiple clearly identifiable value creation levers. Growth can be driven through a more structured commercial approach, including increased proactive sales efforts and further development of existing distributor relationships, where untapped potential remains across several markets.

Additional upside exists through expansion of selected product areas and increased focus on higher-margin segments, supported by the company's ability to efficiently develop and deliver specialised solutions. The operating model further enables scaling without proportional cost increases, creating attractive operational leverage.

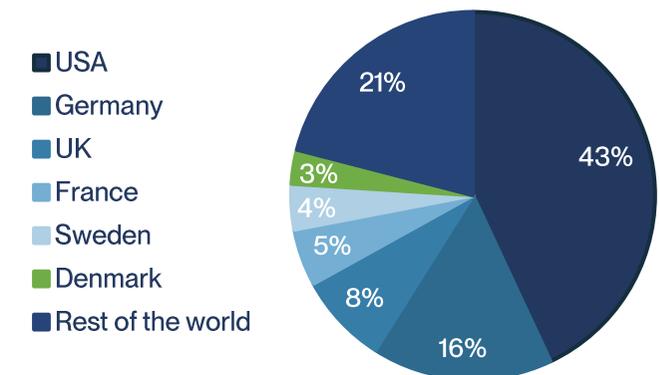
For strategic buyers, the company provides opportunities to strengthen market presence and leverage existing distribution and product capabilities.

For financial investors, the business represents a platform for professionalisation, system upgrades and execution of targeted growth initiatives, supported by a stable and well-established core operation.

KEY FIGURES



REVENUE COMPOSITION - COUNTRIES



Disclaimer

The present teaser has been prepared by Virksomhedsbørsen A/S following discussions with the company's owner, information from the company's accounts, and publicly available information.

Further information or sharing of the complete prospectus requires the signing of a non-disclosure agreement (NDA).

For interest in receiving the complete prospectus or for further inquiries regarding the matter, please contact **Brian Fogh** at brian.fogh@m-plus-a.com or **+45 48 80 92 63**.

