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# *Hlg Capital and the Visma Transaction (A)*

# *Introduction*

The Hg Capital and Visma deal is a significant one and offers a unique insight into strategic investment activities in software industry. One of the prestigious private equity firms in the world named Hg Capital realized that Visma, being an established business solution software provider in Northern Europe, reflects as an attractive investment in its portfolio.



# *Investment Thesis*

The strategy applied by Hg Capital was based on growth with continuing demand for software within ERP, accounting, and hr services offered by Visma. The firm noted that the software company was in a good position to take advantage of different technologies as it seek to improve on what it offers its customers.

# *Valuation Methodologies*

The valuation exercised in Visma comprised of DCF analysis, comparable company analysis and precedent transaction analysis. These methodologies allowed Hg Capital to achieve a rational valuation which would take into account the possibilities for Visma in terms of growth as well as the general market situation.

# Conclusion

The case of Hg Capital and Visma is a perfect example of private equity investment management. Such case illustrates to perfection the need to undertake sound research, ensure strategic integration, and establish the value that the company intends to create from the acquisition.

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