



DLA Piper assists BWB Partners in its sale of damage-control services giant SSG Group (“SSG”)



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SSG is a leading Nordic provider of damage control and adjacent services with 900 employees and more than 50 SSG centres manned around the clock in Denmark, Norway and Sweden. BWB Partners acquired SSG in 2012 and has since then completed a series of acquisitions that have created well-established market positions in Norway and Sweden in addition to SSG’s market-leading position in Denmark. In the financial year 2018/19, the SSG Group expects to generate revenue of approximately DKK 900 million and an operating profit (EBITDA) of DKK 60-65 million.

“We have reached our original targets for the ownership of SSG, which is today one of the Nordic leaders in its area of expertise. SSG is a robust and well-diversified company with good future prospects, and it is a natural time for us to pass on the baton to Polaris as they share our positive view on the Nordic market for damage control and adjacent services. We are pleased to have contributed to creating a significantly larger and stronger business, which can now continue on the growth journey,” says Lars Thorsgaard Jensen, Partner at BWB Partners in a [joint press release](#) from BWB, SSG and Polaris.

BWB Partners was advised by a DLA Piper Denmark team made up of Anders Kaasgaard and Karsten Pedersen throughout the transaction process with assistance from Sanela Lulic, Lone Wandahl Mouyal and Hedvig Sundland in connection with setting up the data room, from Kristian Skovgaard Larsen and Anders Tengvad in relation to specific construction-law and insurance-law issues, and from Michael Klöcker and Michael Brandt regarding competition-law issues.

The transaction was signed last week and now awaits approval from the competition authorities, before it can be completed. The transaction was announced today and has been reported on media such as [Finans.dk](#).

Fagområder Virksomhedsoverdragelser (M&A), Konkurrenceret, Entreprise og byggeri

Sektorer Insurance
