Solution signs Letter of Intent to acquire established Swedish baby and children’s products brand

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Solution International Nordics AB (publ) ("Solution International") has signed a Letter of Intent to acquire an established Swedish brand within consumer products for children, infants and parents. The acquisition includes the brand, intellectual property rights, inventory, e-commerce store, moulds and related agreements, and the business will be acquired in its entirety as a going concern. The transaction is expected to be immediately earnings-accretive for the Group.

The brand has customers in Scandinavia, the rest of Europe and the United States. The acquisition strengthens Solution International’s e-commerce presence and opens up new international sales channels. Solution International also intends to introduce the brand to its existing major retail partners in the United Kingdom and the Netherlands. The Company’s experience in sourcing and supply chain management for baby products is expected to generate cost benefits, improved purchasing terms and faster product development.

The business is being acquired at a valuation based on its current profitability and assessed future growth potential. During the 2024/2025 financial year, the business generated revenue of SEK 29.1 million (SEK 27.3 million). Operating profit amounted to approximately SEK 2.9 million for 2024/2025 (SEK -0.6 million). The financial information is based on carve-out information provided by the seller, as the acquired business is not operated through a separate limited liability company and the transaction is structured as an asset acquisition.

The purchase consideration amounts to SEK 8,000,000. Of the purchase consideration, SEK 4,500,000 relates to the value of the inventory, which may be adjusted following a physical inventory count at closing. This portion of the purchase consideration will be financed through an approved increase in the Company’s overdraft facility, with the acquired inventory serving as security. The remaining SEK 3,500,000 of the purchase consideration will be settled through a promissory note with a term of thirteen months from closing, bearing interest at four per cent per annum and amortised in twelve monthly instalments. As security for the promissory note, the trademarks of the acquired business will be pledged to the sellers.

The parties intend to enter into a final transfer agreement and complete the transaction no later than 26 September 2026. Completion is conditional upon Solution International’s confirmatory due diligence review not identifying any material adverse matters, as well as the financing of the acquisition being approved by the Company’s bank.

Mark McLoughlin, CEO of Solution International, comments:
“This is a perfect strategic fit for Solution International. The acquisition adds further profitability, a strong brand and access to new markets and e-commerce channels. By combining the brand’s international reach with our sourcing expertise and strong retail relationships, we see opportunities to reduce costs and accelerate growth across the Group.”

For further information, please contact

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