

AUROORA

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New serial acquirer Auroora Yhtiöt Oyj aims to go public and has already increased its turnover to EUR 130 million

Auroora Yhtiöt Oyj has become a major player among Scandinavian serial acquirers with a turnover of EUR 130 million. Auroora already has 20 companies in its ranks, employing around 600 people. The company is seeking strong growth through acquisitions and is evaluating its options for a stock market listing.

Auroora aims to grow by acquiring dozens of SMEs that fit its strategy, with the main focus in three segments: Automation and Electrification, Water Treatment, and Industrial Products and Services. In addition to these, the company is looking for growth opportunities in new segments.

The serial acquirer model is new in Finland, while in Sweden the model is already more established. There are dozens of listed and unlisted serial acquirers in Sweden, which have also acquired a large number of SMEs in Finland.

“Auroora is a substantial challenger and a very interesting option, both because of its strategy and its proximity, for entrepreneurs who are considering selling their company and want a committed owner,” says **Antti Rauhala**, CEO of Auroora Yhtiöt Oyj.

In the serial acquirer model, companies operate independently and under their own brands

In accordance with the serial acquirer model of Auroora, each company continues its operations as part of a group of companies built by entrepreneurs, where companies are developed through committed ownership.

Auroora owns companies that are operating in both domestic and international markets, all of which are growing and profitable and have healthy cash flows. The companies are medium-sized SMEs that are mainly wholly owned by Auroora.

“The companies operate independently under their own name, brand and strategy, and become stronger as part of Auroora. We offer strong industry expertise and a group entity that provides support for business development and financial resources for growth when needed. We also offer exciting development opportunities for entrepreneurs and employees,” Rauhala says.

Driven by the desire to develop Finnish ownership

The group was created by a share deal at the beginning of 2023. The arrangement was made by the dozens of entrepreneur owners of Auroora's companies and the board and management of Pikespo Invest Ltd, the oldest private equity company in Finland. The company's board and management have extensive senior management experience in international and domestic industrial and growth companies in various industries, complemented by experience in listed companies, entrepreneurship and a few hundred M&A transactions.

"Auroora Yhtiöt was founded out of a desire to develop Finnish ownership with a long-term perspective. We see a clear need in Finland for a domestic serial acquirer that allocates capital profitably, mainly to domestic SMEs," says Rauhala.

Enquiries

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Auroora Yhtiöt Oyj is a Finnish serial acquirer. The company has a turnover of EUR 130 million and comprises of 20 SMEs employing around 600 people. In accordance with the serial acquirer model, the companies operate independently under their own name, brand and strategy as part of a group of companies built by entrepreneurs, which provides them with strong industry expertise, support and guidance for business development, financial resources for growth when needed, and interesting development opportunities for entrepreneurs and employees. Auroora's business segments are Automation and Electrification, Water Treatment, Industrial Products and Services, and New Segments. Auroora's companies are medium-sized SMEs that are mainly wholly owned by Auroora. Auroora.com