



## Synexo Group signs SPA to acquire Deploi

Oslo, 14.04.2026 – Synexo Group has signed a final Share Purchase Agreement (SPA) to acquire Norwegian cloud and hosting provider Deploi AS, following the previously announced Letter of Intent.

- Deploi as valued at NOK 3.5m (including NOK 1m in earn-out), implying 1.2x YE25 ARR and 3.7x EBITDA post-synergies
- NOK 0.6m in net cost synergies to be realized by YE26. Cross-selling synergies on top
- Consideration to be settled in cash to maximize accretion for Synexo's shareholders
- Deploi is in the intersection of sovereign cloud and AI infrastructure, providing Norwegian-operated cloud and infrastructure services with AI-optimized VPS offerings
- Deploi CEO, Martin Johansen (PhD Computer Science) to join Synexo Group as the new CTO
- Closing expected by June 1st, subject to customary conditions

The transaction values Deploi at NOK 3.5 million, of which NOK 1 million is structured as an earn-out. The consideration will be settled in cash to make it as accretive as possible for Synexo's existing shareholders. Deploi ended 2025 with an ARR of NOK 2.9 million, growing 30 % YoY, and a positive EBITDA. Net cost synergies are expected to be approximately NOK 0.6m, with full effect by YE26, implying a pro-forma transaction multiple of 3.7x EBITDA. In addition, we have already identified cross-selling opportunities from day 1 among Synexo's re-sellers, representing further upside.

Deploi is a Norwegian cloud and infrastructure provider offering hosting, virtual servers, and data center capacity from its own infrastructure across two locations in Oslo. The platform enables the group's existing partners to deliver compliant and resilient IT environments while retaining full customer ownership. As such, there are clear cross-selling opportunities across both customer bases. More recently, Deploi has expanded into AI-optimized VPS offerings, supporting modern workflows with tools such as Cursor, Claude, and other AI agents on locally operated infrastructure - positioning the company at the intersection of sovereign cloud and next-generation AI infrastructure. Deploi's CEO, Martin Johansen (PhD Computer Science), will continue in the group in a key role.

The acquisition is a step in Synexo's strategy to build a Nordic platform for sovereign data protection. By combining the Group's current subsidiaries backup and recovery capabilities with Deploi's Norwegian-operated infrastructure, the group is forming a more complete platform for companies that want greater control over data and operations.

Demand for sovereign data protection continues to grow, driven by stricter regulations, increasing cyber risk, and a shift away from dependency on global vendors. The combined platform positions Synexo to address this demand with a more integrated and locally controlled alternative.

Closing is expected by June 1st, subject to customary conditions.

*This information is information that Synexo Group AB (publ) is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out below, at 2026-04-14 07:49 CET.*

**For further information, please contact:**

Sindre Sørli, CEO / [Sindre@synexogroup.com](mailto:Sindre@synexogroup.com) / +47 970 14 908

Haavard Traa, CFO / [Haavard@synexogroup.com](mailto:Haavard@synexogroup.com) / +47 959 49 356

Website: <https://Synexo.group>

**About us**

Synexo Group AB (publ) is a Nordic technology group listed on Nordic SME in Sweden.

The company is building a platform for long-term growth within backup, recovery and data protection, with a focus on recurring revenue and high operational efficiency.

Through a buy-and-build strategy, the company combines organic growth with strategic acquisitions to consolidate the Nordic market and establish itself as a leading provider of data protection and recovery services.

The company currently owns two Nordic “Backup-as-a-Service” businesses – Backupbuddy AS and Backupbanken AS – which together form a solid foundation with pure ARR revenue and low capital intensity.

Synexo Group’s strategy is to create value through the acquisition and integration of profitable companies within backup, SaaS, IT security and data protection, generating cost synergies across infrastructure, licenses and operations, and strengthening customer trust through Nordic data storage that ensures regulatory compliance, data sovereignty and high security.

The goal is to build a Nordic “mini-Constellation Software” company with stable returns and international expansion potential.