



Press release, 06.03.2026

## **Synexo Group advances acquisition of Deploi to build a nordic sovereign data protection platform**

Summary:

- Synexo Group is progressing toward a final agreement to acquire Deploi
- The acquisition combines Synexo's backup and recovery capabilities with Deploi's Norwegian-operated cloud infrastructure, creating an integrated platform for organizations that require full control over data and operational stack
- The combined platform enables our partners to offer differentiated, compliant, and resilient IT environments while retaining customer ownership
- Market demand for sovereign data protection is higher than ever and accelerating, driven by stricter compliance requirements, rising cyber threats, geopolitical uncertainty and reduced tolerance for vendor dependency
- The transaction is expected to be accretive for shareholders, with completion targeted for April pending finalization of the SPA

Synexo Group is progressing toward a final Share Purchase Agreement (SPA) to acquire Norwegian cloud and hosting provider Deploi, following the previously signed Letter of Intent (LOI). The acquisition is expected to be highly accretive for existing shareholders and is anticipated to be completed in April, subject to the finalization of the Share Purchase Agreement.

The transaction represents an important step in Synexo's strategy to build a Nordic platform for sovereign data protection and will combine Synexo's backup and recovery capabilities with Deploi's Norwegian-operated infrastructure, creating an integrated platform for organizations that require greater control over data, infrastructure, and the operational stack. The combined platform also creates cross-selling opportunities across the companies' customer bases and partner networks, while retaining key technical expertise through Deploi's founder continuing in a leading role within the group.

*"Market demand is clearly shifting toward greater control over data, infrastructure, and supplier chains. Organizations are no longer only asking where their data is stored, but who actually controls the operational stack. By bringing Deploi into the group, we can offer a comprehensive platform for data protection where both infrastructure and security layers operate under Nordic control."* - Sindre Sørli, CEO of Synexo Group.

The acquisition accelerates Synexo's transition from a backup vendor to an integrated data protection platform. Deploi's hosting capabilities combined with Synexo's immutable backup, disaster recovery, and hybrid-cloud data protection create a unified solution designed for organizations that require operational independence, regulatory compliance, and verifiable resilience.

*“Backup is no longer simply an IT insurance policy. For many organizations, it has become a core component of their compliance and resilience strategy. Combining locally operated infrastructure with robust backup and recovery capabilities provides customers with greater operational control and security.”* -Martin Johansen, CEO of Deploi and PhD computer science

Demand for sovereign data protection is increasing across regulated industries, driven by stricter compliance requirements, rising cyber threats, and growing concerns around vendor dependency. The combined platform positions Synexo to address this shift with a Nordic-controlled alternative for infrastructure, backup, and disaster recovery.

Synexo will continue to operate through its partner-first MSP ecosystem across the Nordics, enabling partners to deliver differentiated, compliant, and resilient IT environments while maintaining full ownership of customer relationships.

*“We believe the future of IT will be more hybrid, more distributed, and more focused on control. For partners like us, having a platform that combines sovereign infrastructure with robust backup and recovery capabilities allows us to deliver stronger security, greater flexibility, and more control to our customers.”* -Anders Ørud, Owner and senior consultant at Kapp IT, a partner of Synexo Group.

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#### **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.