

BRP Systems

Investment: **2017**

Status: **Exited**

Sector: **SaaS ERP software solutions for the gym and fitness industry**

Website: **www.brpsystems.se**

Creation of a market leading SaaS ERP platform for the gym and fitness industry in the Nordics

Since Valedo's investment together with the management, board and previous owners in BRP in 2017, BRP has increased revenue and EBITDA ~5x and transitioned to a cloud-based SaaS company with a clear Nordic market leading position especially in Sweden and Denmark, strong and growing market share in Norway and emerging and growing presence in several additional markets. The strong development resulted from a strategy of high organic growth combined with the addition of five companies through add-on acquisitions to strengthen the offering and market position further.

Background

Having evaluated potential investments in vertical software businesses for many years, Valedo invested in BRP in April 2017. The vertical software market in general is a prioritized sector for Valedo, and Valedo saw several attractive traits and significant potential, in BRP in particular. BRP was already at that point market-leading in Sweden with a strong customer offering. The founders of BRP reinvested in partnership with Valedo and hence remained as significant minority shareholders together with the company's management team, employees and board of directors.

What has been accomplished

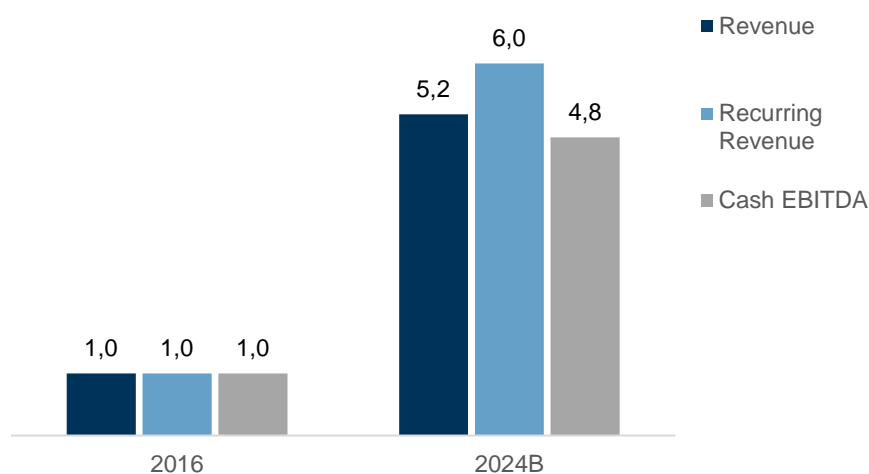
Since 2017, BRP has significantly strengthened its market position, from a Swedish market leader to a clear Nordic market leader, with an emerging presence in several markets outside of the Nordics. During Valedo's ownership, BRP invested significantly in the development and commercialization of a modern fully cloud based solution, providing leading functionality and significant value for the operators, increasing productivity and customer experience. BRP grew rapidly through strong organic growth, enabled by e.g. acceleration of new product development, successful launches of new modules and features, and strengthened and professionalized organization, along with acquisitions of complementary SaaS companies to strengthen BRP's position in existing and new geographies. Revenue and EBITDA increased by ~5x, with a strong focus on driving recurring revenue growth and investments in product development. Simultaneously, the number of FTEs increased from ~30 to ~115 during Valedo's ownership.

"I am proud of the development that the management team and all our colleagues at BRP, with the support from Valedo and the board, have achieved during this period. We have appreciated the close collaboration with Valedo and the board and would like to thank them for their great support over the years. During Valedo's seven-year ownership period, BRP has transformed into the leading provider of cloud-based SaaS ERP products for the gym and fitness industry in the Nordics.

Thomas Säld
CEO of BRP Systems

Key metrics

Key metrics (indexed with based 1,0 per 2016)



Key initiatives during ownership

Several initiatives were completed during Valedo's ownership to create a Nordic market leader within ERP software for the gym and fitness industry

- Full product suite converted to a cloud-based SaaS platform
- Refined product- and technology roadmap to drive BRP Systems' accelerated expansion
- Accelerated product innovation and development of several highly innovative software solutions, with significant customer value
- Execution on a geographic growth strategy, creating a market-leading position in the Nordic region, especially in Sweden and Denmark, with strong and growing market share in Norway and emerging presence in several additional markets, including organic market entry into Finland
- Acquisitions of five highly complementary companies to strengthen BRP's position in existing and new geographies
- Appointment of an external board of directors with experience from growing and developing software companies
- Several initiatives to professionalize the organization, including strengthening the management team (recruitment of CEO and CFO) and the overall organization
- A broad co-investment program was implemented to the employees to create a joint agenda
- The owners have not taken any dividends and instead invested substantial amounts in growing and developing BRP

Divestment of BRP

On the back of BRP's strong development, modern solution, attractive SaaS metrics, and leading market positions, numerous interested parties approached Valedo, expressing their interest in BRP. A limited auction process was pursued in 2024, leading to the divestment of BRP to Nordic Capital.