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PRESS RELEASE

## **Advania acquires UK based IT solution specialist CCS Media to further accelerate growth**

**Advania, a portfolio company of Goldman Sachs Alternatives and one of the largest providers of IT services in Northern Europe, has announced the acquisition of CCS Media, one of the largest independent IT solutions providers in the United Kingdom. This acquisition aligns with Advania's strategic focus on expanding both its footprint and its capability within the UK market. The combination will enable a highly complementary solutions and services offering, providing top tier depth and breadth of expertise across an end-to-end customer-centric offering commensurate with the group's overall strategy. It will also offer the UK midmarket a much needed fresh and comprehensive approach to IT services from a scaled provider with access to the full resources of Advania. This transaction represents a key milestone in Advania's broader goal of becoming the leading IT services provider in Northern Europe and will further accelerate the growth of the group.**



*Image: Hege Støre, Group CEO of Advania*



## Key transaction highlights

- Advania has reached an agreement to acquire 100% of the shares in CCS Media from management and employees. The closing of the transaction is expected during the fourth quarter of 2024, subject to regulatory approvals.
- With the acquisition of CCS Media, and the recent acquisition of [Servium](#) in the UK, Advania will scale its existing solution operations and strengthen its opportunity to provide a differentiated and comprehensive end-to-end IT services and solutions to customers across the UK, providing a fresh approach for existing and new customer.
- CCS Media is a fast-growing technology and solution specialist delivering IT products, solutions and services to customers across the UK with revenue of GBP 280m / SEK 3.8bn.
- Advania is one of the largest independent providers of IT services in Northern Europe, with top tier capabilities across the full range of customer needs. Following the transaction Advania will have a combined revenue of SEK 19bn (GBP 1.4bn) and employ more than 5,000 employees across Northern Europe.
- In the UK Advania is one of Microsoft's most certified partners and will be able to offer these market leading capabilities to CCS customers in an integrated way.
- The acquisition will now see Advania in the UK employing over 1,500 people at more than 20 locations providing its customers with innovative solutions and flexible procurement options, once the preserve of only the largest enterprises.
- As the tech company with people at heart, Advania will offer even wider opportunities for employees to broaden their career opportunities and thrive in a growth environment.

The acquisition will enable new and existing customers of Advania and CCS Media to access deep and broad expertise within IT-services and to transform core business processes, optimise spend and secure operations through a single service provider. Advania UK's class leading positioning with Microsoft as a top-tier cloud transformation and AI enablement partner, holding all six cloud solution designations, twelve specialisations and Azure Expert MSP status, combined with CCS Media's expertise on the provision, supply, implementation and support of the broadest range of technology products offers customers a complete portfolio for digital transformation services backed by comprehensive service experience and extensive industry accreditations. In 2024 alone CCS Media have won awards from world-leading vendors including Dell, HPE, Lenovo and Logitech.

"I'm very excited to have CCS Media join forces with Advania. CCS has a strong and proven track record of growth, customer relationships and delivering cutting-edge IT solutions across the UK market. Together with the Advania UK operation, we are certain that this investment will further accelerate our growth and elevate our position in the UK market" says **Hege Støre, Group CEO of Advania**.

"The CCS Media Leadership Team is immensely excited to unite forces with Advania and extend an even greater depth of expertise and services to our loyal customers across the UK. CCS Media was on a journey to develop more comprehensive solution offerings for our customers and the transaction will hugely accelerate this trajectory. This acquisition will also benefit our employees, offering wider opportunities for growth and development at such an exciting time in the industry. Like Advania, people are at the heart of our business and our shared culture and customer centricity was a key driver for the deal to progress. The extensive capability of the combined business, and particularly Advania UK's class leading partnership with Microsoft, will enable us to address a



broader range of customer needs from devices & infrastructure, to strategy, cloud transformation, AI, and managed services” says **Terry Betts, CEO of CCS Media**

“We and our co-investment partners are very pleased to welcome CCS Media into the fast-growing Advania platform and to support the company in further scaling Advania’s operations and offering. The acquisition of CCS Media will create a differentiated and highly compelling end-to-end proposition for the UK market” says **Michael Bruun, Global Co-Head of Private Equity at Goldman Sachs Alternatives.**

**For more information, please contact:**

#### **Advania AB**

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#### **About Advania AB**

Advania is “The tech company with people at heart,” operating across UK, Sweden, Norway, Iceland, Finland, and Denmark. With a team of over 4,500 talents, we offer managed services, hardware, software, and professional services to clients in both private and public sectors, primarily in the mid-market. Our main goal isn't just about technology; it's about empowering people to create sustainable value. By establishing lasting relationships, utilizing leading technologies, providing modern platform solutions, and fostering strategic partnerships, we're shaping the future IT landscape. Advania is proudly backed by funds managed by Private Equity at Goldman Sachs Alternatives.

For further information, please visit [www.advania.com](http://www.advania.com)

#### **About CCS Media Ltd**

CCS Media is a technology and solution specialist with over 41 years of experience delivering first-class IT solutions and services to organisations of every kind across the UK and beyond. A network of 11 offices and 1 warehouse and logistics configuration centres, secures nationwide scale for supply and service, matched with the comfort of local presence. CCS media work with more than 2,000 manufacturer partners and sell more than one million products across the 8,000 customers. CCS Media have been awarded two stars for Best Companies Outstanding to Work For, Technology’s 50 Best Companies to Work For, The UK’s 100 Best Large Companies to Work For and five regional Best Companies awards.

For further information, please visit [www.ccsmedia.com](http://www.ccsmedia.com)

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Goldman Sachs (NYSE: GS) is one of the leading investors in alternatives globally, with over \$450 billion in assets and more than 30 years of experience.

The business invests in the full spectrum of alternatives including private equity, growth equity, private credit, real estate, infrastructure, hedge funds and sustainability. Clients access these solutions through direct strategies, customized partnerships, and open-architecture programs. The business is driven by a focus on partnership and shared success with its clients, seeking to deliver long-term investment performance drawing on its global network and deep expertise across industries and markets.

The alternative investments platform is part of Goldman Sachs Asset Management, which delivers investment and advisory services across public and private markets for the world’s leading



institutions, financial advisors and individuals. Goldman Sachs has over \$2.9 trillion in assets under supervision globally as of June 30, 2024.

Established in 1986, Private Equity at Goldman Sachs Alternatives has invested over \$75 billion since inception. The business combines a global network of relationships, unique insight across markets, industries and regions, and the worldwide resources of Goldman Sachs to build businesses and accelerate value creation across its portfolios.

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