

**DATE**

June 11, 2024

**SECTORS**

Technology & Software

**DEAL TYPE**

M&A Advisory

**DEAL LOCATIONS**



**DEAL TEAM**



**Robert Ruiter**  
Co-CEO



**Tim van den Ende**  
Vice President, DC Advisory  
Netherlands

# DC Advisory acts as exclusive financial advisor to Digital Survival Group on its sale to Lexar Partners



## Background

- Digital Survival Group (DSG) is a 24/7 managed services and digital transformation specialist in cloud, applications, security, data and modern workplace - offering development, implementation and ongoing managed services to its clients
- Since its founding in 2018, DSG has developed into a specialist platform for end-to-end cloud-native services, low-code software development and digital solutions in the Netherlands
- DSG's subsidiary, Product League (PL), is a top-rated OutSystems development partner in the Netherlands, recognized for its expertise in low-code development of apps and platforms. PL holds intellectual property on a major e-commerce platform, with an active presence in Portugal
- Lexar Partners is an independent investment firm focusing on the digital transformation sector in the Netherlands

## Process

- DC Advisory acted as exclusive financial advisor to the shareholders of DSG on its partnership with Lexar Partners
- DC Advisory provided comprehensive sell-side M&A advisory services, including overall transaction strategy and tactics, a lender education, and close support for negotiations and related transaction documentation

## Outcome

- DSG is now ready for further commercialization at scale and aims to accelerate growth as a result of the partnership with its new cornerstone shareholder Lexar
- Lexar Partners will obtain a majority stake in DSG with the balance held by the company's management
- This transaction showcases DC Advisory Benelux' extensive sell-side expertise and relations with private equity, combining local proximity with global sector expertise and access
- After customary closing conditions were fulfilled, the transaction completed in June 2024

*It was a real pleasure to be working with DC Advisory. Their Private Equity inroads, sell-side expertise, and hands-on support were critical to the successful outcome of the process. We look forward to an exciting journey with the Lexar team*

Steven Klompenhouwer, Founding shareholder, DSG

*We are confident that DSG has found the right partner in Lexar to further institutionalize its business operations and accelerate its buy-and-build strategy. The company is well-positioned to further establish itself as the go-to expert on digital transformation processes*

Robert Ruiters, Co-CEO, DC Advisory Benelux