



DLA Piper advises Zeeland Family on acquisition of communications agency Nitroid Oy



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DLA Piper has advised marketing communications group, Zeeland Family Plc (Zeeland Family), on its acquisition of Nitroid Oy (Nitroid), and the private offering and listing of shares on the Nasdaq Helsinki.

Nitroid is a marketing communications agency with offices in Kotka, Kouvola and Lappeenranta, South-Eastern Finland. It employs 32 staff.

Zeeland Family is a leading marketing communications group with a Nasdaq First North listing in Helsinki. It employs over 200 staff in six different offices across Finland. The company's turnover in 2017 was approximately €16 million, with an operating profit of €1 million.

The acquisition of Nitroid follows Zeeland Family's strategy to extend the company's footprint throughout Finland, as well as strengthening the group's competencies in service design.

The DLA Piper team in Helsinki was led by Corporate senior counsel, Salla Tuominen.

