



## **NEW DEAL ADVISORS SUPPORTS IMPRESOFT IN ITS INVESTMENT IN BLULINK**

Milan, January 16 2025 - New Deal Advisors, an independent company specialising in advisory services to M&A Transactions, has supported Impresoft, a leading digital transformation company controlled by Clessidra Private Equity SGR, in the acquisition of Blulink.

Blulink, founded in 1990 in Reggio Emilia, with 35 years of experience and over 1,000 clients specialises in digital platforms for businesses and is distinguished by its suite of proprietary products, including Quarta EVO, a web-based software designed for Quality Assurance and Compliance recognised as a solution of excellence in its field. Blulink has also extended its presence beyond national borders, serving various market sectors including automotive, manufacturing, medical device, aerospace, transportation, utilities and food & beverage, providing tailor-made solutions for each customer. The acquisition of Blulink by Impresoft is a strategic step to increase the portfolio of proprietary solutions and strengthen Impresoft's position in the market. It will also enable the Quarta EVO solution to be extended to customers, maximising growth potential and improving the operational efficiency of companies that rely on the Impresoft Group. Impresoft thus demonstrates the solidity of the Group's growth plan in the IT market by continuing to establish itself as an innovation leader in Italy.

New Deal Advisors with a team led by Lorenzo Lavini (partner), has provided financial due diligence services to Impresoft.

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New Deal Advisors

New Deal Advisors is an independent firm specialising in advisory services in M&A. Established in 2012, New Deal Advisors provides support in a broad variety of

extraordinary transactions streams including mergers and acquisitions, restructuring, transformation processes, forensic and litigation activities, fairness opinions and valuation services. New Deal Advisors has worked for more than a decade alongside private equity funds, investment holdings, family offices, financial institutions and strategic players achieving to date the finalisation of over 200 deals.