

# DEFENSE

## MAXIMIZING SALES POTENTIAL IN A SHIFTING DEFENSE LANDSCAPE



**Cigno**  
Mergers &  
Acquisitions

Cigno is independent of other advisers  
such as banks, lawyers, and accountants.



## STRATEGIC POSITIONING IN A TRANSFORMING DEFENSE SECTOR

The defense industry is undergoing rapid transformation, both nationally and globally. Geopolitical tensions, technological advancements, and rising defense budgets are driving unprecedented activity in the sector. As new and complex security threats emerge, defense companies are being forced to adapt quickly and efficiently to remain competitive.

Over the next 5-10 years, the focus will be on expanding capacity and innovating to address these evolving threats through mergers and acquisitions. This strategic approach enables companies to secure the necessary resources and technologies to meet the growing demands of the defense market. Simultaneously, stricter regulatory frameworks are being introduced, increasing the requirements for compliance, security, and transparency, which call for significant investment and expertise.



# READY FOR SALE?

As the defense sector evolves, companies preparing for sale must proactively enhance their appeal to buyers. This means optimizing operations and addressing key areas like regulatory compliance, cybersecurity, and innovation potential.

Strategic preparation, including tax and financial planning, is crucial to boosting company value. In a highly scrutinized defense market, these steps ensure your business is positioned to maximize value and attract the right buyers.



## NAVIGATING KEY FACTORS TO MAXIMIZE VALUE:



**TIMING:** The defense market is currently experiencing strong growth, driven by increased defense budgets and geopolitical pressures. With buyer interest at a high, choosing the right time to sell can significantly maximize the value of your company, allowing you to capitalize on favorable market conditions.



**COMPANY VALUE:** Several factors impact the value of your company, including technological strength, intellectual property, and production capabilities. Long-term defense contracts, regulatory approvals, and access to critical resources further shape the valuation. Expert knowledge and experience are crucial to ensure an accurate and optimal valuation in such a complex environment.



**IDEAL BUYER:** In the defense sector, the right buyer is not solely defined by the highest offer. Strategic alignment is key—considerations such as maintaining national security interests, retaining key personnel, and honoring critical contracts are essential for long-term compatibility and financial success.

# THE DANISH M&A ADVISORY EXPERTS WITH EXTENSIVE CROSS-BORDER EXPERIENCE

Cigno is an independent Danish M&A advisory company, partnering with the global organization M&A Worldwide. We specialize in both national and cross-border transactions, leveraging our international network to connect defense companies with the right buyers and sellers.

With extensive industry knowledge, we offer expertise in company valuation, acquisition, sales, and raising capital for business development. Our global reach enables us to provide tailored insights and opportunities, ensuring defense companies remain competitive in today's complex market.

At the forefront of our defense sector services is **Niels Buus**, Cigno's **Defense Sector specialist**. With over 30 years of leadership experience in the Space and Defense industries, Niels brings unparalleled expertise in guiding both government and private organizations, offering highly specialized advisory services.

**Contact Cigno today for a no-obligation conversation:**



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