

Amusement rides manufacturer Vekoma Rides successfully sold to Sansei Technologies



- On 30 March 2018, Sansei Technologies Inc. acquired 100% of the outstanding shares of Vekoma Rides B.V.
- The Dutch company Vekoma Rides designs, engineers, manufactures and sells amusement rides and is continuously focused on innovative designs, techniques and production processes
- Sansei Technologies is a Japanese publicly listed company, active in the field of stage equipment, elevators and manufacturing of amusement rides
- JBR's involvement started already some years ago with the preparation of Vekoma's long term business plan. Since then, strong international growth has been realized, creating a solid foundation for a successful takeover and easing the succession of Vekoma's shareholder and CEO. After a carefully orchestrated M&A process, Vekoma's shares have been sold to Sansei Technologies. Together these companies will form the undisputed number one player in the global amusement rides industry.

PRESS RELEASE

Rollercoaster manufacturer Vekoma Rides acquired by Sansei Technologies

Vlodrop - Tokyo, March 30, 2018. Dutch roller coaster manufacturer Vekoma Rides (Vekoma), based in Vlodrop, the Netherlands, was acquired today by Sansei Technologies (Sansei), a Japanese company listed on Tokyo Stock Exchange. With the 100% acquisition of Vekoma (100% of the shares will be taken over), Sansei will increase its global market share in the field of designing, supplying and installing roller coasters. Headquartered in Osaka, Japan and active in the global entertainment equipment industry, Sansei achieved a turnover of around 225 million euros in 2017, largely from the sale of attractions to amusement parks and dynamic stage installations to theatres.

The collaboration with Sansei is the beginning of a new chapter in Vekoma's development. Since the start in 2001, Vekoma has steadily grown into an innovative manufacturer of roller coasters. In addition to seeing geographical growth, Vekoma has also managed to position itself as a preferred supplier to a number of globally operating owners of leading theme parks. With the acquisition by Sansei, Vekoma can now further expand its leading position in the worldwide market of rollercoasters and other amusement park attractions.

Reputable partner

Vekoma's takeover is a logical next step, according to its Management. Explains Kees van Biert, chairman of the Supervisory Board: "In recent years, a solid foundation has been laid, in which safety, innovation, quality and customer satisfaction have served as spearheads of our policy. In Sansei, we have found a reputable partner, with equivalent standards and values, who can offer continuity to the company and bring us even further. Through their presence and contacts, we also see opportunities to better serve new regions, such as Japan, Southeast Asia and North America."

Click [here](#) for the full press release



- Caspar van der Geest
- T: +31 6 53 62 43 88
- E: c.vandergeest@jbr.nl



- Rick ter Maat
- T: +31 6 21 24 88 27
- E: r.termaat@jbr.nl



- Thomas van Amerongen
- T: +31 6 31 94 77 30
- E: t.vanamerongen@jbr.nl

JBR is an independent internationally operating management consulting firm with over 30 years experience in strategy, corporate finance and restructuring



JBR Strategy, Corporate Finance & Restructuring

Het Rond 6a
3701 HS Zeist
+ 31 (0)30 6 999 000
www.jbr.nl