



Interview Shortlisted Company – European Small and Mid-Cap Awards 2023

Name of the company
Scandinavian Medical Solutions A/S
What are the key qualities your company has?
<p>Providing healthcare worldwide to people who can't afford to buy new equipment – hereby supporting the circular economy.</p> <p>We are experts in finding the right equipment that will meet the customer's needs. We ensure quality by professional handling of complex medical equipment. As a company we are agile and have close partnerships with the leading resellers and manufactures on a global scale, this gives us exclusive opportunities offer quality product within a short delivery time, and for competitive prices.</p> <p>Internally, we also have focus on our employees and we know that without them, we will not succeed. We want everybody to feel parts of this growth journey and we try to celebrate our accomplishments as much as possible together as a team.</p>
What prompted your company to go public?
<p>To be able to finance and support offers for very costly equipment. Furthermore, by going public it has become possible for us to expand our business faster, while also having the possibility to hire skilled employees for key-positions within the organization.</p> <p>We sell equipment to many countries globally – and a strong financial set-up can be important when customers are purchasing and/or selling us equipment. It emphasizes that we are a strong and stable collaborative partner. Being listed has been a seal of approval.</p>
What were the main challenges along the road to becoming public?
<p>To make sure that the business continued its growth, while a lot of time had to be prioritized preparing the IPO material. Our company only had a few employees at the time of the IPO-process.</p> <p>Also, getting to know and get familiarized with the many new requirements that are mandatory for listed companies. For example, communication, publishing important news and announcements.</p>
What have been the key benefits (for your company) of going public?
<p>We have been able to expand the business faster and our company has gained a new level of trust within the industry and customers.</p> <p>The listing has put us and our organization on the map – what we do – and the difference we can make in the healthcare industry is being recognized in the market. Our message is clear, used diagnostic imaging equipment is not always worn out – and hospitals about to get new equipment installed want to contribute to this growing trend.</p>
After going public, what reactions have you had from investors, customers, employees, etc.?
<p>We have had very positive feedback. During the IPO-process, our listing was oversubscribed by 425 % - which created quite the stir (solely positive). We have an extensive communications policy with focus on communicating as much as possible to our investors to create a great deal of transparency.</p> <p>Our employees are proud to be part of the growth journey, and we have to an even greater extent become a trusted partner in business on a global scale – the listing is a strong stamp of credibility and security.</p>



What experience/advice would you want to share with companies that are thinking of going public?

Choose strong collaborative partners for the process – perhaps even seek advice from companies that have already been through the process.

And most important, be sure not to over promises to your investors.

Where do you see yourselves in 5 years?

As an organization with a continued strong growth – we will continue to work on being transparent and visible to our investors – for us it is a long-term commitment.

Have you had any assistance from the European Union, e.g. funding projects, etc.

No.

If you had 3 wishes: What should the EU be doing to encourage more SMEs to go public? What should the EU be doing to provide ongoing support for listed companies?

- Offer more support for governance.
- Make more comprehensive rules for European stock exchanges.
- Provide better opportunities for financial support for small companies with ambitions to go public.