

Smart Electronics Acquired by Betronic

ABOUT US

Combining more than 40 years of M&A advisory experience, FOCUS drives results for middle market clients across 11 coverage groups. With over 50+ professionals, FOCUS boasts a nationwide footprint and access to foreign markets through 36 global partnerships.

Process & Overview

Smart Electronics was established in 2006 by Shane Adams and Eamon Irwin. The business originally originated as a materials trading business for the electronics industry before transitioning into PCB Assembly. The Company operates from a modern facility in Ireland. The business has developed strong relations with some global brands, while also maintaining roots within indigenous Irish customers.

"From the beginning, we knew we had made the right choice in engaging FOCUS Capital Partners. The team completely understood our business and were always on hand to support us and drive the process forward"

Their valuable strategic and commercial advice, and unwavering commitment – especially during the negotiations – delivered a strong result for us as shareholders and for our business. We would highly recommend FOCUS to any business owners interested in selling their company."

Shane Adams
Co-founder & Owner, Smart Electronics Limited

Transaction Results

Working with Smart Electronics, FOCUS delivered a 100% sale of the business to a Dutch EMS company – Betronic.

FOCUS ran a very competitive process with over 150 global buyers contacted, which resulted in a strong level of interest from several European EMS companies during the process.

While the business received a strong level of interest, the global tariff crisis in 2025, presented a number of market challenges for the business and the process, which required significant perseverance on the part of the owners and FOCUS.

Despite geopolitical headwinds, FOCUS achieved a sale of the business for the owners at the end of 2025. The sale of Smart Electronics achieved a strong valuation, coupled with 2-year earnout structure, which enables the owners to potentially achieve additional business valuation linked to the growth of the business over the next two years in the ownership of Betronic.



has been acquired by



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