



## NEW DEAL ADVISORS SUPPORTS SYNOV IN THE ACQUISITION OF PRIMA ELECTRO FROM PRIMA INDUSTRIE

Milan, October 31 2025 – **New Deal Advisors**, an independent firm specialising in advisory services to M&A Transactions has supported **Synov**, a **Sagard MidCap** portfolio company, in the acquisition of **Prima Electro**, a division of **Prima Industrie**, controlled by **Alpha Private Equity** and **Peninsula Capital**.

Prima Electro designs and manufactures power and control electronic systems for various applications, serving leading customers in diverse and resilient end markets such as industrial automation, rail and transport, and energy. The acquisition represents a key milestone in Synov's international expansion strategy and will strengthen its position as a trusted technology partner for embedded and mission-critical systems.

**New Deal Advisors** with a team led by **Guido Pelissero** (partners) provided financial due diligence services and tax due diligence (with the support of the firm Chiaravalli Reali & Associati), to Synov.

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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.