



One Partner. All Solutions.

HELSING BUSINESS GROUP LTD

WHO WE ARE

HELSING is a principal led advisory at the intersection of law, strategy, and capital. We design clean structures, pressure test decisions, and execute critical transactions for founders, families, and allocators.

You work directly with the principal. No layers. No handoffs. The operating system is simple: find the real constraint, engineer the blueprint, and drive to signature with institutional grade documentation and governance.

Scope in one line: corporate and private legal; M&A and capital; market and transaction intelligence; and investment program policy. From pre-commitment planning to post close governance, the objective stays constant: faster progress, fewer surprises, durable outcomes.

Where clarity meets
the edge.



AT THE EDGE OF THE MAP, WE BUILD THE FUTURE

Midnight is not the end of the day. It is the start of the hunt. Welcome to the North of the ordinary. Let us build something enduring.

Where the horizon glows silver and the cold air sharpens every decision, a new kind of advisor emerges.

We are the Midnight Arctic Architects. Not a department chart but a guild ethos that blends strategy, finance, and law into structures forged with clarity, precision, and resolve. We do not come from tradition or conformity. Our roots are in the stark beauty of the Arctic, in its silent resilience and its sense of infinite potential.

From the unspoken codes of succession planning. From the pressure of signing a deal at 3:47 a.m. From a founder's last minute of doubt before crossing the line. Where others offer services, we craft structures. Not only legal. Not only financial. Existential.

Our three principles that move critical decisions from intent to meaningful and satisfying outcome.

Architectural Precision

Structures are designed to the millimetre, pressure tested against edge cases, and documented to institutional grade.



Midnight Vigilance

Continuous watch on legal, market, and regulatory signals. We surface risk early, adjust timing, and act when the window is open, not when it is obvious.

Integrity Carved in Ice

Transparent reasoning, clean files, and traceable lines from fact to recommendation to signature. We protect reputations by design.

Our Impact to Date:

€10k+

Average legal costs saved per pro bono case

€240bn+

Aggregate individual company data analysed

30+

Industries served

6+

Nordic & Baltic markets served

No two industries are the same. HELSING offers deep, practical expertise across sectors to ensure we deliver solutions that work



OUR EXPERTISE



Agriculture



Asset management



Automotive



Banking



Chemicals



Construction



Consumer goods



Education



Energy



Food & Beverage



Healthcare Service



Infrastructure



Insurance



Leisure



Logistics



Manufacturing



Media



MedTech



Pharmaceuticals



Professional Services



Technical Services



Technology



Telecommunications

And Others...

CASE STUDIES

Estate Planning Victory

IMPACT: A private individual faced significant administrative fees due to a banking institution's refusal to accept estate planning certificates that did not meet their updated internal compliance standards. Helsing Legal Office provided comprehensive legal representation on a pro bono basis, combining regulatory analysis, document review, and strategic negotiation to resolve the dispute directly with the banking institution. The client ultimately saved €10,000 in administrative fees, avoided prolonged litigation, and established a precedent for similar future cases. Following the successful resolution, the client gained peace of mind and financial security during a vulnerable family transition, with their estate planning rights fully protected under Finnish law.

Elder Care Taxation

IMPACT: An elderly individual preparing to enter a long-term care facility faced complex pension arrangements that would significantly impact their financial sustainability and quality of life. Helsing Legal Office delivered comprehensive pension optimisation services on a pro bono basis, analysing existing pension arrangements, navigating Finnish pension and elder care regulations, and redesigning payment structures to maximise net retention. The client ultimately achieved €7,000 in annual savings through optimised pension arrangements, dramatically improving quality of life and preserving family wealth. Following the successful implementation, the client entered their care facility with enhanced financial security and a peace of mind.

Pension Savings Taxation

IMPACT: A client sought clarity on the complex taxation rules governing additional pension savings funds in Finland, facing potential suboptimal contribution strategies and unnecessary tax burdens without expert guidance. Helsing Legal Office delivered a comprehensive pension savings memorandum, providing detailed tax law analysis, optimisation frameworks, scenario modelling across different income levels and retirement timelines, and actionable recommendations for maximising after-tax pension wealth. Following the successful delivery, the client implemented the recommended strategies, ensuring their retirement savings work harder and retain more value over decades through informed, tax-efficient decision-making aligned with Finnish regulatory requirements.

Infrastructure M&A DD

IMPACT: A corporate acquirer sought to acquire an infrastructure company valued at approximately €3 million, requiring comprehensive due diligence. Helsing Corporate Finance delivered fully integrated due diligence combining market positioning analysis, financial performance modelling, operational efficiency assessment, and legal compliance verification across four seamless work streams. The client ultimately gained comprehensive risk assessment across all critical transaction dimensions, validated valuation assumptions with clear upside and downside scenarios, and identified material risks and negotiation leverage points.

Estate Planning Victory

IMPACT: A technology company needed to raise capital but lacked the strategic positioning, market intelligence, and investor-ready materials to successfully approach funders, risking diluted terms, failed fundraising, or misaligned investor partnerships. Helsing Business Consulting delivered integrated business development and capital advisory services, combining comprehensive market analysis, strategic positioning, go-to-market validation, financial projections, professional pitch deck design, and incorporation documentation to create a seamless fundraising package. The client ultimately closed their seed funding round with investor confidence and favourable terms, gaining strategic clarity on market positioning and growth strategy.

Nordic Market Intelligence

IMPACT: Large Nordic conglomerates and strategic decision-makers required comprehensive, actionable market intelligence to inform M&A strategies, competitive positioning, market entry decisions, and capital allocation. Helsing Business Consulting delivered deep Nordic market intelligence services, providing detailed company profiling across 30+ industries, aggregated and validated revenue data, market share calculations, competitive positioning analysis, and strategic insights translated into actionable recommendations for M&A targeting and market entry. The engagement ultimately profiled over €290 billion in Nordic company revenue, representing approximately 20% of total Nordic GDP, enabling strategic clarity for high-stakes decisions and competitive advantage.

We are organised and committed to making a positive and tangible impact for our clients.



Precise
in our analysis and
recommendations



Clear
in our communications,
avoiding jargon and
pretension



Client-centric
in every interaction and
deliverable



Ethical
in our commitment to
integrity carved in ice



Legal services



Corporate Finance

Our integrated service model ensures that legal considerations inform strategic decisions, financial realities shape operational plans, investment insights guide business strategy, and strategic vision guides legal structuring.



Business Consulting



Asset Management

COMPREHENSIVE SERVICES



Corporate Finance

Mergers & Acquisitions Advisory
Capital Raising & Structuring
Valuation Services
Transaction Support & Execution
Financial Modelling & Analysis
Strategic Advisory
Post-Merger Integration
Restructuring & Turnaround Advisory
Founder Liquidity Solutions
Transaction Intelligence
Due Diligence Support



Legal Office

Corporate & Commercial Law
Contract Drafting & Negotiation
Regulatory Compliance
Dispute Resolution & Litigation
Employment Law
Real Estate Transactions
Estate Planning & Wills
Cross-Border Legal Advisory
Due Diligence & Legal Risk Assessment
Competition Law
Public Procurement
Finance & Banking Law
Restructuring & Insolvency
Tax Law
Family Law & Immigration
Consumer & Criminal Law



Asset Management

Venture Capital
Private Equity
Credit Investments
Real Assets
Public Markets
Portfolio Operations & Value Creation
ESG & Compliance
Exit Strategy & Execution
Treasury Management
Co-Investment Opportunities



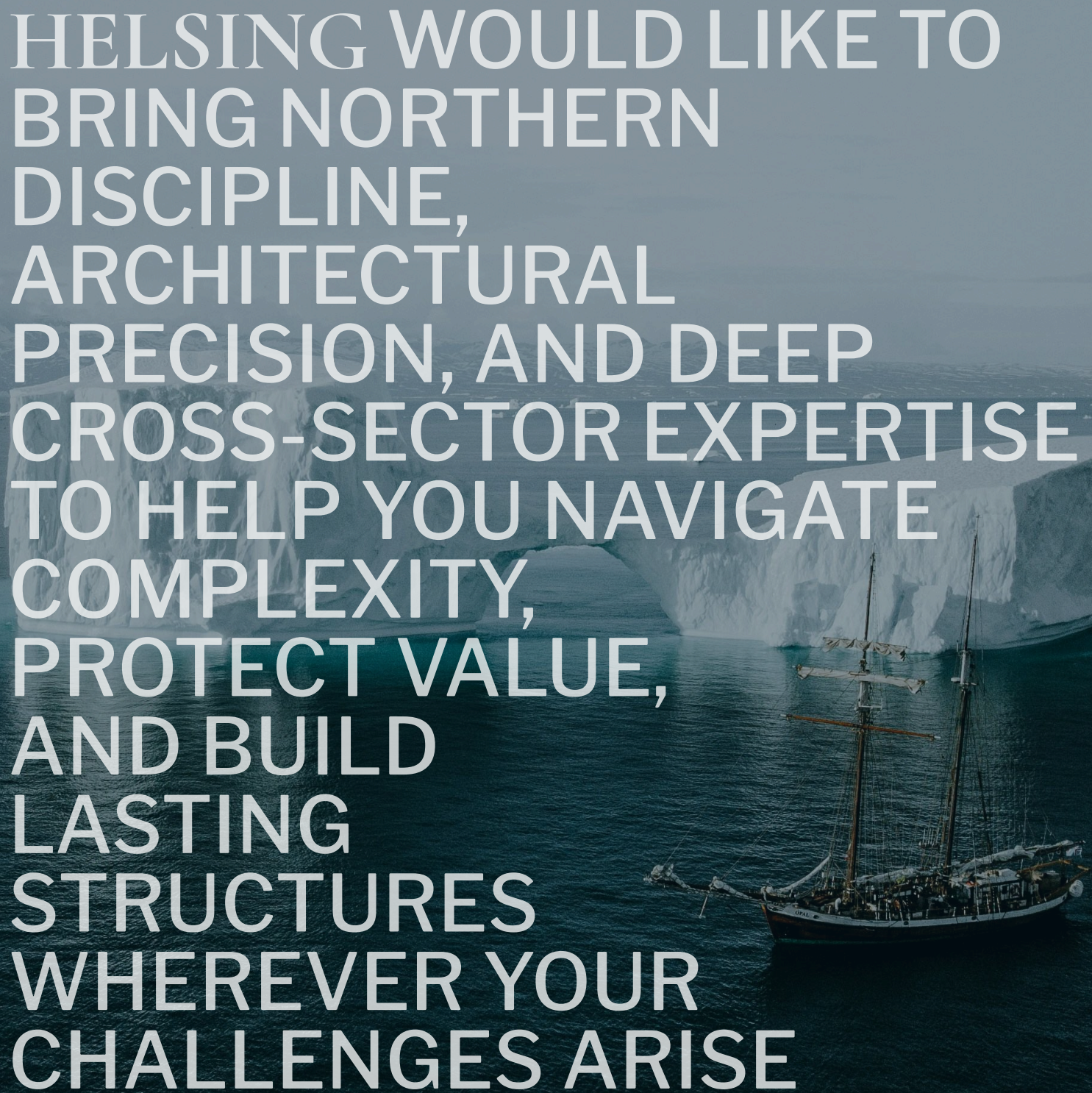
Business Consulting

Business Strategy & Planning
Market Intelligence & Competitive Analysis
Organisational Design & Transformation
Performance Improvement
Process Optimisation
Change Management
Market Entry & Expansion Strategy
Operational Due Diligence
Interim Management
Go-to-Market Strategy
Regulatory & ESG Advisory
Risk Assessment & Mitigation

Our Reach



**WE ARE AVAILABLE
IN ALL NORDIC
CAPITALS & BEYOND**

A large sailing ship with three masts is positioned in the lower right quadrant of the image, navigating through dark, choppy waters. In the background, a massive, white iceberg looms over the horizon, its surface textured with snow and ice. The sky is a pale, overcast blue. The overall scene conveys a sense of scale, challenge, and navigation.

HELSING WOULD LIKE TO
BRING NORTHERN
DISCIPLINE,
ARCHITECTURAL
PRECISION, AND DEEP
CROSS-SECTOR EXPERTISE
TO HELP YOU NAVIGATE
COMPLEXITY,
PROTECT VALUE,
AND BUILD
LASTING
STRUCTURES
WHEREVER YOUR
CHALLENGES ARISE



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North of the Ordinary.

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