Mergermarket

Abion acquires corporate domain business from Brandsec

15 Oct 2026 | 20:54 AEDT | Australia | Computers & Electronics-Software Mergermarket

- Brandsec offers corporate domain name management, brand protection services
- Equion Capital, Cornwalls advise Brandsec; Hall & Wilcox advises Abion
- Abion is majority owned by Bridgepoint Group

Brandsec press release:

Brandsec's local team and client-focused approach remain at the centre, now backed by Abion's international expertise across IP, domains and web security.

Brandsec, a specialist in corporate domain management and online brand protection, today announced that its corporate domain management business has joined Abion, an international provider of intellectual property, domain management and web security services. The move marks the next chapter for Brandsec, strengthening the range of expertise and services available to clients across Australia, New Zealand and the wider Asia-Pacific region.

For Brandsec clients, the focus remains the same: local expertise, responsive service and trusted relationships. The existing Brandsec team will remain in place and continue to work closely with clients, now supported by Abion's broader international capabilities across intellectual property, trade marks, domain management, brand protection and web security.

“Joining Abion is an exciting next step for our Corporate Domain Management business. It gives us access to greater international expertise, technology and resources while preserving the local relationships and personal service our clients value,” said Joe Thymian, General Manager and General Counsel at Brandsec.

Combining Local Expertise with International Experience

Brandsec has established a strong position in Australia and New Zealand through its expertise in corporate domain management, domain security, enterprise DNS, SSL certificate management and related domain services.

Abion brings a long European heritage in protecting brands and digital assets. With roots in Sweden dating back to 1994, Abion became Sweden's first ICANN accredited registrar in 1999 and one of the earliest accredited registrars in Europe.

Since then, Abion has expanded beyond domain management into a broader international IP offering, combining intellectual property and trade mark expertise with brand protection, web security and technology.

For Brandsec, however, the principle behind the move is straightforward: retain what clients value today, while creating the ability to offer more.

Jesper Knudsen, CEO of Abion, said:

“Brandsec has built something very strong in Australia and New Zealand. They have deep expertise, long-standing client relationships and a service culture that fits extremely well with Abion. Our ambition is to build on that foundation. Brandsec brings us important local knowledge and capabilities, while Abion can give the team and its clients access to a much broader international platform.”

The combination also creates a stronger connection between Australia and New Zealand and Abion's international network, giving organisations in the region access to expertise across multiple markets through one partner.

“This gives Brandsec the opportunity to take the next step without changing what our clients value about working with us,” added Joe Thymian. “We remain close to our clients and focused on delivering excellent service, with significantly greater expertise, technology, investment and international reach behind us."

The transaction covers Brandsec's corporate domain management business. Unphish, Brandsec's separate digital risk and brand protection business, is not included and continues to operate independently under the leadership of Brandsec's co-founder, Ed Seaford.

About Brandsec

Brandsec is an Australian specialist in corporate domain name management supporting major organisations with the registration, management and security of their domain portfolios. Its services include corporate domain portfolio management, domain registrations and renewals, enterprise DNS, SSL certificate management, email and domain security, new top-level domain services, domain acquisitions and brokerage, and domain name dispute resolution.

About Abion

Abion is an international IP partner helping organisations protect and manage their brands, innovations and digital assets. Its capabilities span intellectual property and trade mark services, domain management, brand protection and web security. Abion serves over 12,000 customers in 160 markets through a network of 290 expert colleagues.

With roots in Sweden dating back to 1994, Abion became Sweden's first ICANN accredited registrar in 1999 and has since developed into an international group combining specialist expertise, technology and local market knowledge.

Abion press releases:

Abion Advances Global Growth Strategy with Brandsec Acquisition

The acquisition strengthens Abion's offering in Australia and New Zealand and provides a base for further growth across Asia-Pacific (APAC), supporting its ambition to become one of the world's leading global IP partners.

Abion has acquired the corporate domain management business of Brandsec, adding an established Australian team and enterprise client relationships to its international business. The acquisition brings local domain and web security expertise together with Abion's existing trade mark and legal

presence in the APAC region, giving brand owners a broader range of services across Australia and New Zealand.

Founded in 2019 and based in Melbourne, Brandsec serves over 100 enterprise clients, primarily in Australia, including businesses in banking and aviation. Its relationship-led model, dedicated account management and long-standing client relationships, give Abion a strong local platform from which to grow its services in the region.

A Stronger Presence in a Strategically Important Region

The acquisition advances Abion's strategy of combining international reach, technology and automation with hands-on local expertise. Brandsec adds corporate domain portfolio management, enterprise DNS, SSL certificate lifecycle management and email security to the group's current Australian capabilities.

Together, these capabilities allow customers to manage trade mark protection, domain governance and web security through a more connected service offering.

"Brandsec is an important step in building Abion's presence in Australia and the wider Asia-Pacific region," said Jesper Knudsen, CEO of Abion. *"They share our commitment to strong client relationships, service excellence and long-term growth, while bringing valuable local expertise and complementary capabilities."*

Building Regional Growth on Local Expertise

The immediate opportunity is to bring a wider range of services to existing clients and reach new businesses across Australia and New Zealand. Brandsec's regional experience and established relationships also provide a base for Abion's further development across Asia-Pacific, supporting clients whose brands and operations extend beyond their home markets.

The existing Brandsec team is central to this growth strategy and will remain in place. Clients will continue working with their existing account contacts to ensure continuity. Developing in stages, Abion will build on those relationships and the team's expertise, giving clients access to a broader range of services from a single partner managing the full lifecycle of their digital and legal brand assets.

"Our clients value direct access to people who understand their business and take responsibility for their domains," said Joe Thymian, General Manager and General Counsel at Brandsec. *"Joining Abion means we can offer our clients a broader range of services and international expertise, while keeping the local team and personal service they know and trust."*

About the Transaction

The acquisition covers Brandsec's corporate domain management business. Unphish, Brandsec's separate digital risk and brand protection business, is not included in this transaction and continues to operate independently.

Announcement from Equion Capital Managing Director:

I'm pleased to share that Equion Capital acted as financial adviser to the shareholders of brandsec on the sale of its corporate domain management business to Abion.

Abion is an international IP partner majority owned by Bridgepoint Group, serving more than 12,000 customers across 160 markets. brandsec, founded in Melbourne in 2019, gives Abion a specialist local team, more than 100 enterprise clients and a base for further growth across Australia, New Zealand and the wider Asia-Pacific region.

This was a cross-border process that called for careful management of structuring, regulatory approvals and completion mechanics. Joe Thymian and Ed S. have built a business whose reputation rests on the depth and longevity of its client relationships.

Finding a strategic partner with the scale and commitment of Abion and Bridgepoint Group was a great result for them, their team and their clients. Thank you to Jesper Knudsen and the Abion team, Cassandra Friedman at Equion Capital, Jake Erman-Keogh & Dennis Tomaras at Cornwalls for the sellers, Gustav Sönnerberg from Bridgepoint Group and Hall & Wilcox for Abion.

Releases from Abion and brandsec.

Link to Brandsec press release

Link to Abion press releases

Link to Equion MD announcement

M&A Deal Profile **Completed**

View Deal Profile →

Target
Brandsec Pty Ltd

Acquirer
Abion AB

Divestor
Brandsec Pty Ltd

Deal Value
Undisclosed

Key Dates

Announced
15 Oct 2026

Completed
15 Oct 2026

Relationships

Bidders
Abion AB

Lawyer

Hall & Wilcox Lawyers

Bridgepoint Advisers Ltd

Lawyer

Hall & Wilcox Lawyers

Sellers

Brandsec Pty Ltd

Financial advisor

Equion Capital Pty Ltd

Lawyer

Cornwalls

Geography
Australia

Sector
Technology

Topics
Corporate Actions
M&A Activity

Source
Company Press Release(s)

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