

Wednesday 5th December 2018

Midwich Group plc
("Midwich" or "the Group")

Acquisition of Blonde Robot Pty Ltd

Midwich, a specialist audio visual distributor to the trade market with operations across Europe and Australasia, is pleased to announce it has acquired Blonde Robot Pty Ltd ("[Blonde Robot](#)" or the "Company"), a value-added distributor of professional video, broadcast and photography products.

Headquartered in Melbourne, Australia, with subsidiaries in Hong Kong and Malaysia, the Company distributes product in a number of countries across the Asia-Pacific ("APAC") region including Australia, New Zealand, Singapore, Thailand and Malaysia. The acquisition represents the Group's second investment in professional video and broadcast in the last six months after the purchase of German distributor New Media in August 2018.

The business will report into Michael Broadbent, Managing Director of the Midwich Group's Australian organisation Midwich Australia. Chris Horsley-Wyatt (CEO) will remain with the Company and will lead the growth of the Group's broadcast and professional video business in APAC.

Michael Broadbent, Managing Director, Midwich Australia commented:

"I am delighted to welcome Chris and the rest of the Blonde Robot team to the Midwich Group. We admire the expertise and reputation of Blonde Robot and look forward to working together in the future. As a group, we recognised some time ago that the broadcast and professional video markets are a natural adjunct to our traditional audio visual activity.

We believe that the knowledge and focus of Blonde Robot will give Midwich the ability to provide a more comprehensive value-added service to our customers in Australasia and the wider APAC region. Similarly, Midwich's vast reach into the audio visual market provides Blonde Robot's vendors with an opportunity to expand further into these growing segments."

Chris Horsley-Wyatt, Managing Director, Blonde Robot commented:

"Everyone at Blonde Robot is very excited to join the Midwich Group and to work with Michael and his team. Midwich is a global leader in distribution and we have a shared desire for growth in the APAC region. This partnership will help us achieve our mutual goals which will benefit all of our existing, and new customers and suppliers. Importantly for us, Midwich align with our values of integrity, dedication to staff and to provide outstanding service.

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Notes to Editors:

Midwich is a specialist AV and document solutions distributor to the trade market, with operations in the UK and Ireland, France, Germany, Iberia, Benelux and Australasia. The Group's long-standing relationships with over 330 vendors, including blue-chip organisations, support a comprehensive product portfolio across major audio visual categories such as large format displays, projectors, digital signage and printers. The Group operates as the sole or largest in-country distributor for a number of its vendors in their respective product sets.

The Directors attribute this position to the Group's technical expertise, extensive product knowledge and strong customer service offering built up over a number of years. The Group has a large and diverse base of approximately 13,000 customers, most of which are professional AV integrators and IT resellers serving sectors such as corporate, education, retail, residential and hospitality. Although the Group does not sell directly to end users, it believes that the majority of its products are used by commercial and educational establishments rather than consumers.

Initially a UK only distributor, the Group now has over 800 employees across the UK, Germany, France, Ireland, Iberia, Benelux, and Australasia. A core component of the Group's growth strategy is further expansion of its international operations and footprint into strategically targeted jurisdictions.

For further information, please visit www.midwichgroupplc.com