

Friday 24th August 2018

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

Acquisition of Bauer und Trummer GmbH

Midwich, a specialist audio visual distributor to the trade market with operations across Europe and Australasia, is pleased to announce it has acquired Bauer und Trummer GmbH, who trade as New Media ("New Media" or the "Company"), a value-added distributor of broadcast and professional video products based in Germany predominantly serving the German, Austrian and Swiss ("DACH") market, in addition to a select number of other European markets. Joint founders and Managing Directors Johannes Bauer and Tobias Trummer will continue to lead the business as part of the Group.

Headquartered in Nuremberg, New Media is a specialist distributor of broadcast and professional video products including cameras, recording hardware, editing software and accessories. The Company distributes product from key vendors including Blackmagic Design, Livestream and Vitec and recorded unaudited revenue of €21m in 2017.

The acquisition enables the entry of the Group into the DACH broadcast and professional video market and New Media is believed to be the leading distributor of this technology in the region. After the successful purchase of Holdan Limited in the UK in 2016, the acquisition underlines the Midwich Group's investment in broadcast technology, which continues to converge with the traditional AV market covered in Germany by Kern & Stelly Medientechnik GmbH.

The transaction is further delivery of the Group's strategy to grow operations through a combination of organic development and selective acquisitions.

Lutz Kern, Regional Director (DACH), Midwich Group commented:

"I am delighted to welcome Johannes, Tobias and the rest of the New Media team to the Midwich Group. As one of the largest AV markets in Europe, expanding our technology offering in the DACH region was a strategic priority. We will look to continue strengthening the Company's position in the broadcast market, and work with the business to build an exciting proposition for both the Group's new and existing customers in the region."

Johannes Bauer, Joint Managing Director, New Media commented:

"The New Media team is very excited at the prospect of working with the Midwich team – and particularly our new colleagues at Holdan and Kern & Stelly. With additional resources, support and market access, we expect to be able to provide even stronger product and service support to our customers, and deeper market penetration to our vendors".

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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, the Benelux and Australasia. The Group's long-standing relationships with over 330 vendors, including blue-chip organisations such as Samsung, LG, Epson and NEC, supports 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 750 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

Kern & Stelly Medientechnik GmbH ("Kern & Stelly") was founded in Hamburg in 2004 and is now one of the largest trade-only distributors of audio visual technology in Germany. Kern & Stelly is the distribution partner of renowned international manufacturers and offers its retail partners a wide range of products such as projectors, displays, signal management solutions, interactive whiteboards and document cameras. Our focus is always on the level of support we offer our customers, throughout the entire Kern & Stelly team of around 70 employees.

www.kern-stelly.de