

Thursday 6th September 2018

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

**Acquisition of Sound Directions France**

Midwich, a specialist audio visual distributor to the trade market with operations across Europe and Australasia, is pleased to announce it has acquired Sound Directions France, which trades as Perfect Sound ("Perfect Sound" or the "Company"), a value-added distributor of professional audio products based in France, serving predominantly the French and French speaking Swiss market.

Headquartered in St Etienne, Perfect Sound is a specialist distributor of professional audio products with a particular focus on the audio integration market. After the successful acquisitions of professional audio distributors Earpro SA (Spain), and Sound Technology Ltd (UK) in 2017, the transaction further strengthens the Group's expertise in this technology.

The business will report into Mathieu Payet, Managing Director of the Midwich Group's French organisation Sidev SAS ("Sidev"). Previous shareholders Christophe Palluat de Besset (Managing Director) and Antonio Fernandes (Head of Sales) will remain with the Company and will lead the growth of the Group's professional audio business in France.

**Mathieu Payet, Managing Director, Sidev commented:**

"I am delighted to welcome Christophe, Antonio and the rest of the Perfect Sound team to the Midwich Group. The technical expertise and experience of Perfect Sound in the audio market provide an excellent complement to Sidev's offering in the French video market. We look forward to working together to provide our customers with support across both of these technology solutions."

**Christophe Palluat de Besset, Managing Director, Perfect Sound commented:**

"We are excited by the prospect of joining the Midwich Group and working with our new colleagues. We are ambitious to take our audio business to the next level and further enhance the service we can provide to our customers and vendors. Midwich's expertise in the European audio market, coupled with the synergies of working with Sidev, make the Midwich Group an ideal partner to achieve this".

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# Midwich Group Plc

## 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 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](http://www.midwichgroupplc.com)

Sidev, which was founded in 1991 and joined the Midwich Group in 2010, is a specialist video distributor, based in Lyon and Paris. The company provides value add service to the French AV trade market including; pre-sales technical support, product demonstrations, and customer training. The company has showroom and training facilities located in Paris and Lyon.

Sidev represents a range of market leading video and technical video brands, providing solutions in the large format displays, projection, control, connectivity and digital signage technology markets, amongst others. The company provides market leading stock availability, served out of its warehousing and logistics operation in Lieusaint, Paris.

For further information, please visit [www.sidev.fr](http://www.sidev.fr)