

## **Audico acquires Electrosonic AB in Sweden**

Audico aims to grow, increase export of Audico Avec Voice Evacuation Technology and become a market leader in control systems in the Nordic Countries

**Audico Holding Oy, owner of Audico Systems Oy - a company offering audiovisual solutions and manufacturing sound technology acquires Electrosonic AB in Sweden. Electrosonic AB specializes in installation of demanding AV and control room solutions, which also form a core part of Audico's business. The acquisition contributes to Audico's expertise in this segment. Furthermore, it opens up an opportunity for Audico to increase the export of their own Avec - Public Address and Voice Evacuation Systems technology to Sweden.**

The transaction involves Audico Holding Oy, the parent company of Audico Group acquiring 100% of Electrosonic AB. Electrosonic AB was a Swedish subsidiary of the global Electrosonic Group.

*“AV and control room systems that are critical operations to public administration and companies, are an important area of business for Audico. This acquisition brings us valuable competence, since Electrosonic has long-term experience in and excellent knowhow on precisely this segment, “ says **Harri Leiva**, CEO of Audico Systems Oy.*

The transaction also adds to Audico's expertise on producing servicing and maintenance services of AV and control room systems.

*“The significance of servicing and maintenance is constantly increasing. Faultlessly functioning systems are becoming more and more important to end-users. “*

### **Aiming for market leadership**

Electrosonic is not an unfamiliar company to Audico: in 2010, Audico bought Electrosonic Group's business activities in Finland.

*“This acquisition is a sign of trust and a natural continuation to our long-lasting cooperation with Electrosonic Group. Our goal is to further develop and expand the activities of both Audico and Electrosonic AB. We aim to become the market leader in supplying control systems and their maintenance services in the Nordic Countries, “ **Harri Leiva** explains.*

### **Audico increases the export of their own products to Sweden**

Audico's product portfolio contains their own Avec voice evacuation systems, designed and manufactured by Audico in Finland, as well as products supplied by an international partner network and imported by Audico. The announced transaction does not affect the import agreements made by either Audico or Electrosonic AB.

*“The acquisition enables us to expand the export of the technology we have developed and manufactured. We will invest in marketing, sales, and technical support of our Avec voice evacuation systems, and will recruit more sales and technical personnel in Sweden, “ says **Harri Leiva**.*



The CEO of Electrosonic AB **Daniel Borg** is excited about the benefits of the transaction.

*– I am very excited about this transaction with Audico. It will allow us to further expand our activities and develop our product and service offering. Audico has impressive product, logistics, service, and engineering capabilities, which will be used as a catalyst for further building a successful Swedish company. I'm also looking forward to the opportunity to bring new services and solutions into the Swedish market which will allow us to further strengthen the relationships with our clients and to attract new ones.*

Electrosonic AB will continue its operations as a subsidiary of Audico Holding Oy. The acquisition does not affect the employment of the personnel, contracts, or customer service.

**For more information, please contact:**

Harri Leiva, CEO, Audico Holding Oy / Audico Systems Oy, +358 44 555 9093, [harri.leiva@audico.fi](mailto:harri.leiva@audico.fi)  
Daniel Borg, CEO, Electrosonic AB, +46 733 414214, [daniel.borg@electrosonic.com](mailto:daniel.borg@electrosonic.com)

**Audico Systems Oy** is the leading company of the audiovisual industry in Finland, offering demanding AV solutions and manufacturing sound reproduction and voice evacuation systems. Audico offers solutions mainly for auditoriums and conference rooms, control rooms, hotels, restaurants, shopping centres, business premises, theatres, cinemas, schools, churches and various sports and event venues. Audico has also supplied over 42 cruise ships with AV, lighting control, and voice evacuation systems. The company was founded in 1988, and its turnover is approx. 18 million euros. It has premises located in Espoo and Turku. Currently Audico has 55 employees.  
[www.audico.fi](http://www.audico.fi)

**Electrosonic AB** is a provider of demanding audiovisual and control room solutions. The company turnover is 2 million euros and it employs 6 people. The company is located in Stockholm.  
[www.electrosonic.com](http://www.electrosonic.com)