

Press release:

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## **TRIAX and Ikusi Multimedia join forces in planned merger**

*Danish company TRIAX and Spanish company Ikusi Multimedia announce the planned merger of the two companies in an agreement between TRIAX owner Polaris Private Equity and Ikusi Multimedia owner Velatia Group.*

With headquarters, production and R&D base in Hornsyld, Denmark, TRIAX A/S is a global supplier of products and solutions for the reception and distribution of video, audio and data signals. The company operates globally with 9 international sales subsidiaries and distributors in more than 60 countries.

Ikusi Multimedia, a business unit of Ikusi Electrónica, S.L., offers innovative, high technology solutions for the reception, processing and distribution of audio-visual digital content, focussing on providing high value-adding turnkey solutions to operators, installers, integrators and professional electronic equipment distributors. The company is headquartered in San Sebastián, Spain and operates primarily in Europe and Asia-Pacific.

With more than a century of combined experience, Ikusi Multimedia and TRIAX are brands renowned across Europe, Middle East, Africa and Asia-Pacific for quality, reliability and technological innovation.

Together the companies will become even stronger, providing customers and partners with leading products and solutions as well as an increased market footprint and strengthened regional presence. This will increase the companies' agility in the market in order to firmly and swiftly respond to customer needs.

Peter Lyhne Uhrenholt, CEO at TRIAX, said, "our shared vision is to be our customers' preferred connectivity partner through cutting-edge technological leadership. We will combine our complementary solutions, strong R&D foundation and above all customer-focussed values to connect our clients to the future."

Alfredo Juarranz Bueno, Director of Ikusi Multimedia, said, "this strategic alliance is a very important milestone in our strategy towards a customised digital platform of audio-visual solutions and services for B2B clients. By joining forces, we are dedicating ourselves to creating game-changing new opportunities at the forefront of the fast-growing B2B audio-visual and data solutions market."

The CEO of the new merged company will be Peter Lyhne Uhrenholt and headquarters will be in Hornsyld, Denmark.

The 50/50 merger agreement is subject to among other conditions approval from the European competition authorities. Closing is expected in Q1 2021.

For further information please contact:

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**About Polaris** ([www.polarisequity.dk](http://www.polarisequity.dk))

Polaris is a Nordic private equity firm headquartered in Copenhagen, which invests in well-established medium sized companies in the Nordics. Since 1998, Polaris has raised 4 funds and obtained capital commitments of EUR 1.2bn. Polaris' focus is to invest in companies with growth and development potential. To date, Polaris has invested in 43 companies and completed more than 70 add-on investments. Polaris owns 13 companies with total revenue of EUR +1bn and 5,000 employees.

**About Velatia** ([www.velatia.com](http://www.velatia.com))

Velatia is a family, industrial and technological group composed of companies that offer advanced technological solutions in line with the development of the smart city. Velatia are in the electric networks, helping with the deployment of smart grids. Velatia accompany our customers in their digital transformation process. And contributes also in sectors such as aeronautics, energy services, electromechanical engineering or concrete prefabricated houses.