

## Press release

# The IT distributor EET Nordic Group acquires the video surveillance distributor Proonline AB

Birkerød, 3<sup>rd</sup> November 2009: EET Nordic Group announces the acquisition of the activities of Proonline AB

**EET Nordic Group acquires the activities of Proonline, which is one of the added value distributor in Sweden of video surveillance equipment. The purpose of this transaction is to achieve the position as one of the leading pan-European distributor within the video surveillance market with sales offices in more than 13 European countries.**

Proonline AB which was established in 2006 by Anders Engvall, has in recent years gained the position as one of the leading added value distributors in the Swedish market. Proonline AB has a strong reputation in the market and known as a very solution oriented video surveillance distributor and with high level of competences and flexibility.

Group CEO of EET Nordic Group John Thomas states in connection with the acquisition:” The acquisition of Proonline is explained by our determined strategy, where we would like to achieve the position as one of the leading pan-European distributors within the product area video surveillance equipment within the next five years. We are of the opinion that the distribution in Europe on this specific product area is under developed, and accordingly, we see huge potential in the market”. Furthermore, John Thomas states “We are very pleased with this acquisition, and we are currently scrutinizing the European market to find more suitable acquisition candidates, who can contribute to our strategy of being one of the leading video surveillance distributors within the next 3-5 years”. To the question whether more acquisition in this field is planned, John Thomas answer in short “Yes.”

Furthermore the Managing Director of Proonline Anders Engvall states:” We are very pleased to join EET Nordic Group. We have seen that EET Nordic Group is very determined in being the leading video surveillance distributor, and that philosophy is backed up by the necessary investments. As a part of EET Nordic Group we will be able to offer our customer a much broader portfolio of products but also ensure a competitive edge in terms of prices, delivery time and other sales features. These parameters are important to be successful in this industry.”

EET Nordic Group have a complete portfolio within the video surveillance equipment, including the following brands: Axis, IQeye Mobotix, Milestone, Sony, SamsungTechwin, ACTi, Microlight, Multieye, Mirasys and many more

For further information please contact John Thomas on telephone +45 45 90 18 12 or go to [www.eetnordic.com](http://www.eetnordic.com)

## About EET Nordic Group

EET Nordic Group has today 208 employees and is represented in the following 13 countries: Finland, Norway, Sweden, Denmark, UK, Germany, Poland, Holland, France, Italy, Spain, Portugal and Switzerland.

EET Nordic Group has been in the industry for more than 23 years and has during these years achieved significant growth rates, which have been higher than the market. EET Nordic Group is today the leading distributor for parts for computers and printers in Europe.

EET Nordic Group has a broad portfolio of leading brands including: HP, Compaq, Lexmark, IBM, Axis, Synology, Mobotix, Toshiba, Acer, MicroBattery, MicroMemory, MicroLamp, MicroStorage, MicroConnect, Hitachi, Sandberg and many more