

## **NEWS RELEASE:**

# **Tech Data Launches New European Distribution Partnership with Bang and Olufsen**

*Strengthens smart home portfolio with premium audio solutions*

**BARCELONA, Spain. – Nov. 9, 2020** – [Tech Data](#) today announced a new distribution partnership with the leading audio brand Bang & Olufsen. Through this partnership, Tech Data customers in Europe can access Bang & Olufsen's premium range of audio products, including its [portable smart home speakers which work in tandem with Google Assistant](#). Tech Data will support Bang & Olufsen in accelerating sales of its products in the region, particularly in non-Bang-&-Olufsen-branded retail outlets and B2B segments.

Luc Van Huystee, vice president, Mobility and Consumer Electronics Solution, Europe at Tech Data, said: "Bang and Olufsen is a globally renowned audio brand and this new partnership presents an exciting opportunity for our partners to offer a highly innovative, premium range of smart home products to their end customers in the region. We look forward to leveraging the strength and scale of our sales and digital marketing capabilities to extend the reach of Bang & Olufsen's product offering among our channel customers in Europe."

Jorge Aguiar, vice president, Bang & Olufsen, Europe, said: "Tech Data has a strong track record in consumer electronics and insights into the European market, and I look forward to a fruitful partnership. Tech Data will help us scale our business and strengthen our presence in multi-brand and B2B, and I have no doubt that working with one of the leading distributors in this region will help us increase the sales of our products."

### **About Tech Data**

Tech Data connects the world with the power of technology. Our end-to-end portfolio of products, services and solutions, highly specialized skills, and expertise in next-generation technologies enable channel partners to bring to market the products and solutions the world needs to connect, grow and advance. Tech Data is ranked No. 90 on the Fortune 500® and has been named one of Fortune's World's Most Admired Companies for 11 straight years. To find out more, visit [www.techdata.com](http://www.techdata.com) or follow us on [Twitter](#), [LinkedIn](#), [Facebook](#) and [Instagram](#).

### **About Bang & Olufsen**

Bang & Olufsen is an audio brand founded in 1925 in Struer, Denmark, by Peter Bang and Svend Olufsen whose devotion and vision remain the foundation for the company. The rich heritage built around the relentless determination to create products that push the boundaries of audio technology continues to place the company at the forefront of audio innovation. Today, every Bang & Olufsen product is still characterized by the unique combination of beautiful

sound, timeless design, and unrivalled craftsmanship. The company's innovative and progressive audio products are sold worldwide in Bang & Olufsen monobrand stores, online, and in multibrand stores. The company employs approximately 900 people and operates in more than 70 markets. Bang & Olufsen's shares are listed on NASDAQ Copenhagen A/S.

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