

Audioprof strengthens its management

Audioprof has been working for years to provide its customers innovative and affordable quality audio solutions. With their support, we were able to grow significantly during the last few years. Furthermore, we are getting ever more requests to develop the APart brand at a yet even faster pace.

After thoughtful consideration, we have decided to look for a partner who can help us to structure and organize the next growth phase of our company. After carefully preparing our growth plan and a severe selection of several candidates, we have reached an agreement with 3D-Participaties to strengthen the shareholders' structure and management of Audioprof.

3D-Participaties is a Belgian family owned investment company that has long-term investments in medium-sized companies with international growth potential. Just like Audioprof, 3D has a proven record of successful entrepreneurship, backed by reputed captains of industry. Hans Swinnen, one of 3D's partners will support our management in realizing our growth plans. As product manager, director and CEO he played a determining role in achieving Thomas Cook's leadership in the travel business.

Tom Gheysens, CEO and founder of Audioprof declares: "Founding a company, building its corporate culture and strategy is a real challenge. However, it does not stop there. Just like us, our customers are fascinated by the continuous dynamics and growth of Audioprof and APart, our main brand. The strong growth of APart threatened to swamp us. That is why we have decided to bring extra 'power' in our organization. We have found exactly that with 3D. I see their lack of experience in the audio business rather as an advantage, because it is outweighed largely by their no-nonsense management expertise. I will stay involved in Audioprof as a CEO and shareholder, and therefore can guarantee the continuity of our innovative product development. I am looking very much forward to giving - together with 3D- Audioprof the chances it deserves".

"I am strongly convinced that this development will definitely contribute to Audioprof's and APart's growth. The support of 3D-Participaties guarantees that we can further expand our trading areas and make APart an even stronger brand! We will obviously continue our existing geographical distribution policy. As a new co-shareholder, I am extremely glad that I will be able to further develop the commercial activities of AP." - adds Director of Sales and Marketing Kris Vermuyten.

"We are very happy that Audioprof's shareholders have chosen us as a partner. Audioprof has an impressive track record as an innovative player in the pro-audio business. We are looking forward to realizing growth by developing the organization, the structure and business processes - in partnership with Tom, Kris and the rest of the enthusiastic Audioprof team. We certainly intend to continue building on APart's unique culture of customer focus, flexibility and efficiency." - concludes Hans Swinnen, Director at 3D-Participaties.

You can keep counting on us for smart and affordable audio solutions !

Tom Gheysens
CEO

Hans Swinnen
Chairman

Kris Vermuyten
Sales & Marketing Director

*If you have any further questions, feel free to contact Kris Vermuyten on
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(In the picture from left to right : Hans Swinnen, Tom Gheysens, Kris Vermuyten)