

## **CLARFON STRENGTHENS MARKET POSITION THROUGH STRATEGIC ACQUISITION**

- Clarfon S.A. agrees to acquirer competitor Audiolux
- Combined group to comprise over 117 hearing aid stores across Romania

Clarfon SA, Romania's largest retail network for hearing aids and ENT medical devices, announced the acquisition of Audiolux, a leading player on the Romanian hearing aid retail market. The transaction remains subject to the fulfillment of certain conditions. This strategic move marks a significant milestone in Clarfon's ongoing growth and market consolidation strategy, supported by its private equity shareholder, Value4Capital (V4C).

The transaction, partially financed by ACP Credit, reinforces Clarfon's ambition to become the national champion in hearing care. Audiolux's 13 cabinets will add further depth to Clarfon's own network of 104 stores, reaching across Romania. By integrating the operations of this well-respected hearing specialist, Clarfon will expand its network footprint, enhance its service capabilities, and improve access to modern hearing technologies across Romania.

Ionuț Ștefănescu, General Manager of Clarfon, commented: "This acquisition is an important step forward in our mission to provide better hearing care across Romania. Having opened some 41 new stores organically over the last 24 months, we are excited to welcome the established operations of Audiolux to the Clarfon family. Our new colleagues and their clients will join a group committed to service excellence and the highest audiological standards."

Bogdan Chiriță, Partner at V4C, added: "This transaction demonstrates Clarfon's leadership and our commitment to supporting its strategy of building a dominant presence in Romania's highly fragmented hearing aid market. We believe the business is well-positioned to drive further consolidation and innovation in this underpenetrated sector."

Florin Purghel, shareholder of Audiolux, noted: "We are proud of the development of Audiolux as part of the Pecef Tehnica Group, and are pleased to have found new owners who can strengthen and build on the base we created over these last 23 years." Ileana Purghel, CEO of Audiolux, who will remain with the business, added: "The resources and reach of a bigger group will enable us to better serve our clients and ensure we continue to provide the quality and care they expect."

The closing of the transaction is expected during the third quarter.

[www.clarfon.ro](http://www.clarfon.ro)

[www.audiolux.ro](http://www.audiolux.ro)

[www.value4capital.com](http://www.value4capital.com)

[www.pecef.ro](http://www.pecef.ro)

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