



P R E S S R E L E A S E

Epatra, part of the Northamber Plc Group Acquires Sahara Benelux B.V., Further Expanding Its Presence in the European Professional Audio Visual Market.



[London, 19/02/2025] — Northamber PLC (LSE: NAR), the leading distributor of AV, UC&C and cyber security products and solutions, today announced an acquisition by its subsidiary, Epatra, of Sahara Benelux B.V., a well-established professional AV Distributor based in Netherlands. This strategic move further strengthens Northamber's position in the European Audio Visual market and further builds on it's existing UK vendor partnerships with Christie Digital & Matrox.



Epatra Ltd., recently acquired by Northamber PLC in February 2025, has built a strong reputation for delivering professional audio visual solutions to over a thousand resellers across BeNeLux. The acquisition of Sahara Benelux Ltd. marks a strategic move to further strengthen the Northamber Group position in Europe, specifically building on Northamber's existing longstanding relationships in the UK with Matrox & Christie Digital.

Commenting on the acquisition, Alex Phillips, Chairman of Northamber PLC, stated "We are very excited to welcome Sahara Benelux into Epatra. The opportunity to work with Bernard and build on the strong legacy of Sahara in the Benelux with key vendors like Christie Digital and Matrox and their reseller partners is very exciting."

Founded in 2001, Sahara Benelux is well established as the "go to" distributor for market leading brands Matrox & Christie Digital.

Bernard Gosselink, Director of Sahara Benelux, expressed enthusiasm about the acquisition, saying, "*With the addition of the leading professional AV brands Christie and Matrox to Epatra's portfolio, Sahara will bring a new era of cutting-edge innovation and further propels the company to a bold, transformative leader in the European AV market*"

For more information about Epatra and its portfolio of products and solutions, visit www.epatra.eu. For more information about Northamber Plc group please visit www.northamberplc.com