

## **BOWERS & WILKINS IN TALKS WITH SOUND UNITED**

World-leading premium audio business Bowers & Wilkins begins negotiations with Sound United to explore a possible combined future

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Bowers & Wilkins, one of the most widely respected names in premium performance audio, has begun early stage talks with Sound United LLC, parent company to Denon, Polk Audio, Marantz, Definitive Technology, HEOS, Classé and Boston Acoustics to explore opportunities for the two businesses to combine.

“Discussions between Bowers & Wilkins and Sound United are at an early stage with a view to consolidating our premium brands into a new group offering even better consumer opportunities. If our discussions are successful, combining Bowers & Wilkins’ engineering and manufacturing expertise in the premium category with the breadth of resources and capability of Sound United could certainly be a transformative step for both brands. It would allow the Bowers & Wilkins team even greater opportunities to focus on what we do best – building the industry’s finest loudspeakers,” said Geoff Edwards, CEO of Bowers & Wilkins.

Should the two brands decide to move forward, Sound United would acquire all worldwide third-party distribution and licensing agreements under which Bowers & Wilkins premium audio products are currently sold. This does not affect any of the existing Bowers & Wilkins product portfolio or any of the products Bowers & Wilkins currently distributes or current global operations.