

## Econocom makes audio-visual its fourth independent business line

**London, UK - Econocom Group, a leading European digital general contractor (DGC), is excited to announce the important growth of its audio-visual business. In order to enhance the global capacities, the company built this business as a strategic activity.**

The Group's business model has long been built on three complementary strategic activities; Financing, Products & Solutions and Services. "Due to the important growth of audio-visual business, Econocom is well-positioned to take the leading position in this growing future-proof industry throughout Europe" said Jean-Louis Bouchard, Chairman of the Board of Directors.

The group's audio-visual capabilities are deployed in the following companies: **Exaprobe**, expert in Smart Office technologies, Cyber Security, and Infrastructure & Networking solutions and services; **BIS|Econocom**, expert in Audio Visual, Unified Communication and Digital Signage solutions and services. On top of this, the Group also has impressive audio-visual expertise within its **Products & Solutions business line** in France, Spain and Italy. This AV activity already represented in 2022 a €350 M in annual revenue for Econocom.

As a result of the Group launch, Trams and Econocom UK have collaborated to establish an Audio & Visual Department, leveraging their existing IT offerings to lay a strong foundation for long-term growth. This marks the inaugural joint business line since the companies merged in 2021, providing customers with the advantage of Trams' technical expertise and the financial solutions offered by Econocom UK.

Ben Wylie, Country Co-ordinator, Econocom UK said "We see the audio-visual market as a natural next step with our strategic plans. Separately Trams and Econocom UK have helped customers with their AV requirements and we're looking forward to working with our customers, especially those with large multinational requirements."

Jean Pierre Overbeek continued, "Many multinationals are seeking cross-border solutions following requests for standardisation and user-friendliness for the growing number of assets. This new activity is a testimony of our commitment to providing clients with the best possible integrated solutions and services."

The companies will leverage their expertise to offer clients efficient Unified Communication (UC), Networking, Cyber Security, and Audio-Visual solutions and services. This collaboration will enable clients to benefit from a combined product portfolio and growth of knowledge and expertise. On top of this Econocom adds a global reach, and lifecycle-/fleet-management services for these assets.

The AV-activity will be led by Jean Pierre Overbeek, CEO of BIS|Econocom, with strong support from Jean-Pierre Chamillard, Managing Director of Exaprobe. Together, they will drive the company's success and take a forefront position in this promising industry.

\*\*\*\* END \*\*\*\*

#### **About Econocom UK**

Econocom UK, part of the Econocom Group, is an independent finance provider based in London and Birmingham. With decades of experience, we are the only market player offering 360° expertise through a combination of project financing, equipment distribution and digital services. We operate in 16 countries, with over 8,500 employees and made €2,7BN revenue in 2022.

#### **About Trams**

Trams is a multi-award-winning IT/AV Reseller, head-quartered in the UK. As part of the Econocom Group and with decades of IT experience Trams hold top-tier partnerships across the world's leading IT technology providers. As a leading and independent IT solutions provider, Trams can deliver impartial advice on the benefits and savings from all the best-in-class options in the market.

#### **ABOUT ECONOCOM**

Econocom is a digital general contractor (DGC). The group conceives, finances and facilitates the digital transformation of large firms and public organisations. It has 50 years' experience and is the only market player offering versatile expertise through a combination of project financing, equipment distribution and digital services. The group operates in 16 countries, with over 8,750 employees. It made €2,718m in revenue in 2022. Econocom is listed on Euronext in Brussels, on the BEL Mid and Family Business indexes.

#### **FOR MORE INFORMATION**

[www.econocom.co.uk](http://www.econocom.co.uk)  
Follow us on [Twitter](#)  
Press relations contact:  
[Econocom@the-arcane.com](mailto:Econocom@the-arcane.com)  
Press contact for UK:  
[Atinuke.Osin@Econocom.com](mailto:Atinuke.Osin@Econocom.com)  
[Adrian.Harrow@Trams.co.uk](mailto:Adrian.Harrow@Trams.co.uk)