

PRESS RELEASE

The AV MEDIA Group has found a strategic partner, Genesis Capital, to support its role as a leader in audiovisual and event technology and, most importantly, its further growth and development in the Central European market.

19 October 2023

Since its foundation in 1992, AV MEDIA has established a market-leading position in the audiovisual technology field in the Czech Republic and surrounding countries. Its business has two main pillars: AV MEDIA SYSTEMS, which provides design and integration of complete audiovisual solutions for customers in the education, public administration, cultural and commercial sectors, and AV MEDIA EVENTS, which provides complete technology solutions for organizers of conferences, exhibitions as well as social, cultural and sporting events. Through Brill AV Media, the Group is also successfully expanding its business activities in Poland. Genesis Private Equity Fund IV, a private equity fund from the Genesis Capital Group, will acquire a majority stake in AV MEDIA, while two of the three founders will also retain a stake. The key managers of the Group will also become shareholders. The common intention is to accelerate the growth of the Group, either through expansion of the product portfolio or through selected acquisitions in the region. Completion of the transaction is subject to approval by the Czech Office for the Protection of Competition and is expected in November 2023.

David Lesch, one of the founders and CEO of AV MEDIA SYSTEMS, commented: *"In Genesis Capital, we have found a strong partner who shares our vision and is able to provide the capital to support our ambitious future plans. The Group's 30-year history is related to a continuous growth and we have made several successful acquisitions. With a professional support of Genesis Capital, we believe in strengthening our activities throughout the Central European region. At the same time, I am pleased that continuity in the management team will be maintained and the involvement of key managers will be supported by their equity participation. I am convinced that we will seamlessly build on our efforts and results to date."*

Jan Kubinec, CEO of AV MEDIA EVENTS, said: *"To remain competitive in the rapidly developing European market and to be able to face the challenges coming from outside, we need to keep the quality and flexibility of our services high. In joining Genesis Capital, we not only see opportunities to enhance our strengths, but I also believe we will create a strong regional group that will provide excellent services to major international customers. This will allow us to continue our activities supporting the Czech market and at the same time strengthen our position in the international competition."*

"We are delighted to join forces with an experienced management team that has been able to build a strong position for AV MEDIA in the Central European region and has a clear vision of where the group should grow. It is true that the audiovisual technology market is on the wave of digitalization and the growing need for effective communication with the help of diverse technological solutions. This gives the advantage to specialists like AV MEDIA, who are able to find suitable solutions and integrate new technologies with existing ones. We believe that, thanks to our merge and acquisition experience, we will be able to accelerate the growth trajectory even further," comments Jiří Kolísko, Senior Investment Manager at Genesis Capital Equity.



About AV MEDIA GROUP

AV MEDIA was established in autumn 1992, bringing modern audiovisual solutions to the market for more than 30 years. Since 2000, the Group started renting audiovisual equipment and gradually began to provide technical support for entire events. Today, AV MEDIA is a group of companies that offers a broad portfolio of audiovisual technology services across sectors, including companies, government organisations, schools from nurseries to universities, hotels, museums, cinemas, conferences, sporting events and television studios. The AV MEDIA Group employs over 200 people and expects consolidated revenues of CZK 1.3 billion in the financial year 2023.

AV MEDIA SYSTEMS is an active member of GPA, a global grouping of AV integration companies. AV MEDIA EVENTS is a member of the largest event rental group in Central Europe, oneAVteam, and an important member of the global AV Alliance and Congress Rental Network.

For more information, please go to www.avmedia.cz

About Genesis Capital

Genesis Capital is a private equity group that offers access to capital to small and medium-sized companies in Central Europe to enable their growth. Since its foundation in 1999, Genesis Capital has provided consultancy for six private equity funds with a cumulative size of over 350 million euros. These funds have already supported more than 70 companies. The teams of Genesis funds currently manage investments in the following companies: Hecht Motors, Borcad CZ, TES Vsetín, XBS Group, PFX Group, HP Tronic/Datart, Sanborn, 11 Entertainment Group, Summa Linguae Technologies, Conectart, GTH catering, R2B2, Home Care Promedica, HC electronics and JP-Prolak.

For more information, please go to www.genesis.cz