

Tech Data buys **Triade Holding**, a Netherlands-based distributor for consumer electronics, mobility and IT products that sells in Denmark, Norway, Belgium, Luxembourg and Netherlands. Triade held **Rosemeier Electronics** in Denmark and **HON, Quote** and **Battrex** in the Benelux countries.

Simultaneously, **Brightstar Europe** (JV between Brightstar and Tech Data) will buy Triade's **M obile Communications Co** . unit. The deals should close in Q3.



In the 12 months through January 31, Triade sold about \$1.2 billion (35% of sales from consumer electronics, 39% from mobility products and 26% from IT products). Over the same period, Tech Data had revenue of \$22.1 billion. Tech Data says the “enterprise value” of the deal is about \$189 million (with assumed debt), with 45% relating to mobility.

Are broadliners buying again? Tech Data recently announced it will acquire certain assets of Portuguese distributor **DLI** (€124 million of revenue in 2009). Earlier this year Tech Data bought **Communication Distribution Group BV (CDG)** , a value added distributor in the virtualization market in the Netherlands.

Unexpectedly, this broadliner is snapping up distie assets while deals are good because of the recession. That could means opportunity for other EMEA distributors to exit or sell, especially as Tech Data's opening of the acquisition wallet may inspire countermoves from Ingram Micro or other top tier disties.

Tech Data on Acquisition Trail, Buys Triade

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