

## PRESS RELEASE - September 2008

### Audio specialist receives second round investment from Finance Wales

Award-winning professional audio equipment design and manufacturing company, Leema Acoustics, has received second round investment totalling £850,000 from Finance Wales as part of the company's growth within the domestic hi-fi market.

Established near Welshpool, Powys in 1998, Leema Acoustics has become a significant player within the professional audio market following development of its high quality speaker range, including the unique Xen reference monitor, which attracted widespread industry acclaim and awards.



Lee Taylor and Mallory Nicholls

The company built on this early success and subsequently developed a range of high quality audio electronics, including entry level and high end amplification, CD players and home cinema components. In addition the loudspeaker range has been enhanced with a new series of innovative loudspeakers, aimed at the high-end domestic market, which it plans to develop alongside its established professional customer base.

The combined debt and equity investment from Finance Wales, a subsidiary company of the Welsh Assembly Government which provides commercial funding to businesses in Wales, follows initial investment from a business angel via xénos, the Wales Business Angel Network. The latest investment will enable further research and development and significantly enhance both sales growth and brand awareness.

The company was established by two former BBC sound engineers, Lee Taylor and Mallory Nicholls who spotted a gap within the professional loudspeaker market. The subsequent success of their Xen miniature monitor loudspeaker prompted them to establish Leema Acoustics ten years ago.

“The name, Leema Acoustics has become synonymous with quality within the professional audio industry; our products are used by many of the worlds leading recording studios, mastering houses and film sound stages. Over time we have built up a good reputation with both professionals and ‘audiophiles’ alike. The development of our domestic products has resulted in even greater exposure and praise,” said Mallory Nicholls.

“Having already attracted investment and business advice from our xénos business angel, we realised that we needed to secure additional investment to develop the business in line with our plans. Finance Wales has tailored a package which will ensure Leema Acoustics can build on its already firm foundation.”

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One of the company's key developments is its Leema Intelligent Protocol System (LIPS), which allows individual Leema hi-fi components to communicate intelligently with the both the user and each other. Leema has also developed a unique simplified remote control system for their products.

“The superb audio quality of our products is the keystone upon which Leema Acoustics is built. First class build quality, reliability and ease of use are also paramount. We believe our high quality products feature a range of unique and innovative design elements that will ensure we remain ahead of our competitors” added Mr Nicholls.

Karen Davies, Investment Executive at Finance Wales, said Leema Acoustic's dedication to quality, design and research and development has ensured its position at the leading edge of the audio industry. “Leema is one of the most talked about brands by both audiophiles and industry leaders. It has significant growth potential and Finance Wales is pleased to have been able to work with the company's management to develop a financial package that can take the company forward globally.”

Advisers to Leema Acoustics are HSBC, Morgan Griffiths and Hatchers.

Geldards, Whittingham Riddell, PBD Consulting and SES advised for Finance Wales.

**For further information on Leema Acoustics Ltd,  
visit [www.Leema-Acoustics.com](http://www.Leema-Acoustics.com)**