



PRESS RELEASE

C&C strengthens its leadership with the acquisition of Humac

January 16, 2025 – **As part of its strategy to expand into European markets, the Italian leader in Apple reseller, C&C, has finalized the acquisition of Humac, marking its entry into the Danish market. Ama Partners, which has advised C&C’s managers in their four deals in France, was pleased to accompany them once again.**

A solid international expansion strategy...

Since its first external growth initiative outside Italy in 2022, with the acquisition of iConcept orchestrated by Ama Partners, C&C has maintained an impressive pace of two acquisitions per year. Today, the group operates in multiple European countries, with 122 points of sale.

Founded in Denmark in 1989, Humac is a leading Apple reseller and the only Apple Premium Partner in Denmark, having achieved the highest level of sales and service authorization required by Apple. Serving both B2C and B2B customers, Humac (a contraction of HUman + MAC) is committed to delivering an exceptional customer experience, offering a comprehensive range of user-centric solutions and products.

... with people at the heart of the process

In every acquisition, C&C is dedicated to preserving the identity and teams of the local structures it integrates. Its approach, known as “People around technology,” aims to highlight the role of individuals in humanizing technology. This philosophy drives the group’s development, which now includes 1,200 employees, with around 60 based at its headquarters in Bari, in the Puglia region of Italy.

With the acquisition of Humac, Denmark has become C&C’s third-largest market in terms of points of sale, following Italy and France.

This transaction perfectly illustrates the trust and close relationships that Ama Partners fosters with its clients. We are proud to have advised the group C&C for the past four years.

Transaction Advisors:

M&A Advisor: Ama Partners (Brice Thébaud)

Legal Advisor to the Acquirer: Studio Legale Minniti (Niccolo Guerrieri, Erik Picco), Tax Team (Victoria Baudouin, Florent Olmi)

About C&C

The Italian group C&C was founded in 2001 in Puglia, Italy, and is an authorized distributor of Apple products. With over 100 stores across Europe, the group employs more than 1,000 people. Its clients include both individuals and professionals, as well as schools, as C&C is also an Apple education specialist, having been awarded the Apple Education Rising Star prize in 2019.

Learn more: www.cec.com

About Humac

Humac was established in 1989 and has been selling and servicing Apple products ever since. Humac is the largest independent Apple Premium Partner in the Nordic countries, with 15 stores in Denmark.

Learn more: www.humac.dk

About Ama Partners

Ama Partners is an independent advisory firm specializing in financial transactions for small and mid-sized businesses. Founded in 2010, Ama Partners has successfully executed numerous transactions, including sales, acquisitions, fundraising, and capital reorganizations. The firm offers French and international business leaders close support and dedicated engagement throughout the transaction process. Ama Partners is a member of CNCFA

Learn more: www.ama-partners.com

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