

# Olympic Group SAE in Retailing (Egypt)

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## Abstracts

In July 2011 Electrolux's acquisition of a 52% share in Olympic Group was completed, with Electrolux thus gaining a controlling share in Olympic Group. Following the completion of the mandatory tender offer, Electrolux has also agreed to sell Olympic Group's Namaa and B-Tech operations to Paradise Capital for E£450 million, with the latter thus operating the B-Tech chain in Egypt.

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Euromonitor International

June 2013

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