

# Hans Anders joins industry association beMedTech

**Gorinchem, March 10** - The Belgian audio market is a growth market for Hans Anders. The valued retail chain, voted best audiologist in Belgium for the third time in 2022, sees plenty of opportunities to help even more customers with good, affordable hearing care. In order to be even better informed of all developments in the market, Hans Anders joined the Belgian trade association **beMedTech** as of this year.



BeMedTech is the Belgian federation of the medical technology industry and represents almost 80% of the manufacturers and distributors of medical devices in the market, which also includes hearing aids. By sharing knowledge and investing in innovative medical technologies, beMedTech and members contribute responsibly to the quality of patient care and to the sustainability of the healthcare system.

In the Netherlands, Hans Anders is a member of the **NVAB**.

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## ABOUT HANS ANDERS

Nexeye is one of the fastest-growing value-for-money concerns in optics and hearing care in Europe for some time, with 705 stores in the Netherlands, Belgium, Germany, Austria and Sweden. The group features three retail brands – Hans Anders, eyes + more and Direkt Optik.

**Hans Anders** is one of the most well-known retailers and volume-based market leader, with 403 stores in the Netherlands and Belgium. Hans Anders makes high-quality eye and hearing care affordable to all.

**eyes + more**, part of nexeye since 2018, currently has at the moment 266 stores in Germany, Austria, the Netherlands and Belgium and is among the fastest growing companies in the eyewear industry. The eyewear chain, with complete prices for fashion eyewear, was founded in 2005 in the Netherlands.

**Direkt Optik** is represented by 36 stores across Sweden. The optician chain is appreciated for its service, knowledge and unique offers.

#### *Value-for-money*

The popular and growing value-for-money market segment distinguishes itself by reaching the optimal combination of value and price. Nexeye responds with smart retail entrepreneurship; continued value increase for the best pricing in the market at all times. The mission of the group is to make good sight and hearing accessible to all. The Hans Anders Retail Group distinguishes itself from its competition and is a retail market leader. Always growing in an agile and resilient way, even going against dominant retail trends.

Nexeye was acquired by **British investor 3i** in January 2017. In 2019, eyes + more was added to the group.



Hans Anders