

Dixons Sells Off C. European Operations

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Following [its recent Carphone Warehouse merger](#) Dixons sells off its C. European ElectroWorld operations to NAY, another CE specialist retailer in the region.



The asking price for the 26-store chain spread across the Czech Republic and Slovakia? A "small deferred cash consideration" payable over the next 3 years. However the operation was not going too well, having lost £5.6 million in the fiscal year ending April 2014.

"I am very pleased that we have been able to secure a strong future for Electroworld who will be able to flourish as a part of the NAY Group in Central Europe," Dixons CEO Sebastian James says. "Following this transaction Dixons will be a market leader in every market in which it operates, delivering on one of our key strategic objectives."

On September 2013 [Dixon sold the Turkish portion of ElectroWorld](#) to local CE specialist Bimeks for £2 million, before it [unloaded the Italian Unieuro business](#) in a merger with SGM Distribuzione (aka Marco Polo).

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