

Allview owner debuts on the stock exchange, eyes leading position on domestic smart TV market

Romanian company Visual Fan, owner of the Allview tech brand, got listed on Monday on the Bucharest Stock Exchange's AeRO small- and mid-cap market after raising in April 15.5 million lei from the capital market through a private placement of new shares.

The company's anticipated capitalization is 155.5 million lei. The private placement and listing were done through TradeVille.

The company's shares will be traded under the ALW ticker symbol.

At the official ceremony for the listing of Visual Fan shares, company CEO Lucian Peticila explained that the amount raised will be used to develop the activity of the company, whose short-term ambition is to become a leader on the Romanian smart TV market with Android TV and Google Play.

Visual Fan, the manufacturer of the Allview brand, is a fully Romanian-owned company which produces smart mobile phones, Smart Home systems, tablets, laptops and other IT&C products. Visual Fan launched the most complex Smart Home system in Romania (2016), AVI - the only voice assistant in Romanian (2017), was among the first companies in Europe to enter a direct partnership with Google Android TV (2019), and the first Romanian brand to adopt the QLED technology (2020).

Allview products are bound for over 10 countries, the most important being Poland, Germany and the Baltic states. The company had 79 employees at the end of 2020.