



AIR Expands in the U.S. Market with Acquisition of SouthSmoke.com

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As part of its expansion into North America, AIR acquired SouthSmoke.com, one of the longest-standing and most recognized online retailers in the U.S. hookah market. Serving both B2B and consumer markets, the platform complements AIR's growing collection of best-in-class digital assets, enabling deeper reach and a more connected customer experience across the region.