

AIR Acquires Shisha-World.com, Europe's Leading Shisha Retail Platform

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AIR successfully acquired **Shisha-World.com**, the number one online destination for shisha products in Germany and across Europe. The platform caters to both end consumers and business clients, offering a wide range of products and accessories. This strategic acquisition strengthens AIR's digital footprint in the European market and reinforces its commitment to delivering high-quality products and services through trusted local platforms.