

Sennheiser celebrates the opening of its new subsidiary in Switzerland

Zurich/Wedemark, 08 February 2013 - Audio specialist Sennheiser celebrated the official opening of its Swiss sales subsidiary on Thursday, 07 February 2013. Sennheiser (Schweiz) AG, which is based in Unterengstringen near Zurich, has emerged out of the acquisition of Swiss company Bleuel Electronic AG. It will mean customers in Switzerland and Liechtenstein will be able to get closer to the Sennheiser brand, and the move will also further strengthen the position of Sennheiser electronic GmbH & Co. KG in Europe.

250 guests including business partners, friends, colleagues and Sennheiser staff attended the opening ceremony, which took place in one of Zurich's best-known clubs; "Kaufleuten". Performances from national artists made it an evening to remember: the event was hosted by Swiss presenter Paloma Würth and SängerFREUNDe proved that folk music is as relevant today as it has ever been. Caroline Chevin provided guests with a taste of her new album "Hey World" - the singer/songwriter has experimented with various music styles over the last 20 years and in 2008, she successfully launched her solo career with the album "Feel Real".



A further highlight of the evening was a performance from Marc Sway and his band. Marc writes his own music and lyrics and is one of Switzerland's highest-profile musicians, securing much media exposure over the years. He began appearing on stage with his family at just three years of age and at sixteen he performed at the world famous Montreux jazz festival. His fourth album "Soul Circus" was released last year.



Other VIP guests from the music and audio scene included hard rock band Gotthard and DJ Bobo, who were unable to attend on the evening, but used a video link to wish Sennheiser (Schweiz) AG all the best for their official opening.

On 01 September 2012, Sennheiser electronic GmbH & Co. KG acquired a 100 per cent



stake in Bleuel Electronic AG and on 01 January 2013 it was renamed Sennheiser (Schweiz) AG. Marc Staubli (Marketing and Sales) and Björn Grefer (Finance and Operations) have taken on the management of the new sales subsidiary. The Chairman of the Board of Presidents is Alfred van der Kolk.

Marc Staubli, Alfred van der Kolk, Björn Grefer

"Establishing our own sales subsidiary in Switzerland is the logical progression of a customer relationship programme that we have been working on for many years and it marks an important step towards increasing our direct presence in the European market", says Volker Bartels, President Corporate Services and Speaker of the Executive Management Board of Sennheiser electronic GmbH & Co. KG. "The European Economic Area is still our largest market and therefore is of great importance to us."

Marc Staubli and Björn Grefer, joint Presidents of the newly founded subsidiary, are looking forward to a successful and promising future. Their 40-strong team consists of highly-qualified and highly-trained specialists in all areas of the audio business. "It means that as specialists in consumer and professional audio technology and integrated systems, we have the necessary skills needed to look after all our target market customer groups", says Marc Staubli, President of Marketing and Sales. Björn Grefer, President of Finance and Operations explains: "By being closer to the parent company I can see greater opportunities for tapping into the potential of the Swiss market and above all, being closer to our customers."

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. In 2011 the family company, which was founded in 1945, achieved a turnover of around 531 million euros. Sennheiser employs more than 2,100 people worldwide, and has manufacturing plants in Germany, Ireland and the USA. The company is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Switzerland and Liechtenstein, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones and monitor loudspeakers), and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at www.sennheiser.com.

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Captions:

Caroline Chevin.jpg: Caroline Chevin

Marc Sway.jpg: Marc Sway

Sennheiser Schweiz Führung.jpg (from left to right): Marc Staubli, President of Marketing and Sales, Alfred van der Kolk, Chairman of the Board of Directors, and Björn Grefer, President of Finance and Operations.