

Sennheiser is expanding and opens sales subsidiary in Australia and New Zealand

Sydney/Wedemark, 22 August 2013 – On September 2nd, 2013, Sennheiser



electronic will take over the business from Syntec International into its own newly formed sales subsidiary, Sennheiser Australia Pty Ltd. This move will enable Sennheiser to be closer to its customers in Australia and New

Zealand and further strengthen its position in the APAC region. "During the last three years, we have recorded high growth in the Asian Pacific region. This positive development shows that having our own local subsidiaries has been the right strategic decision. With a direct presence in Australia and New Zealand, we are well positioned for the future and can serve our customers with our expertise, the excellent service and quality that Sennheiser is known for," explains Daniel Sennheiser, CEO of Sennheiser electronic GmbH & Co. KG.

"For over 25 years, Syntec has been proud to be a sales partner of Sennheiser," says Robert Sloss, Owner and Managing Director of Syntec International Pty Limited. "Today, Robert Sloss is handing over a very well-established and successful company," states Daniel Sennheiser. Thanks to the successful network of distributors and its own sales presence in all the Australian states, including Sydney, Melbourne, Brisbane, Perth and Adelaide the company is close to its customers in every corner of the continent. The Syntec team in Australia (approximately 50) and New Zealand (5) consists of highly-qualified and experienced specialists in all areas of the audio business.

"We would like to thank the long-standing Owner and Managing Director of Syntec International, Mr Robert Sloss, his team and the dedication of every individual who

has contributed for the successful establishment of the Sennheiser brand and excellent customer service," says Daniel Sennheiser.



Bjørn Rennemo Henriksen is the designated Managing Director of the new Sennheiser subsidiary. He comes from Sennheiser's Denmark-based subsidiary Sennheiser Nordic, where he was the Sales and Marketing Director for all Nordic and Baltic countries. He has been involved with Sennheiser in all business segments and in multiple markets over the last seven years, and brings a vast sales, marketing and product experience with him. "The opening

of a subsidiary in Australia and New Zealand represents a significant commitment from Sennheiser to the market. I am proud and looking forward to working with the team to serve the Australian and New Zealand customers," says Bjørn Rennemo Henriksen.

Sennheiser Australia Pty Ltd. will be the 16th Sennheiser sales subsidiary, highlighting the international focus of the parent group. Sennheiser currently is represented in more than 60 countries worldwide.

Caption:

Daniel Sennheiser, CEO of Sennheiser electronic GmbH & Co. KG, and Robert Sloss, Owner and Managing Director of Syntec International Pty Limited

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 2012 the family company, which was founded in 1945, achieved a turnover of around 584 million euros. Sennheiser employs more than 2,300 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, the USA and now Australia and New Zealand, 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.

Sennheiser electronic GmbH & Co. KG
Edelgard Marquardt
Global Corporate Public Relations Manager
Am Labor 1 • 30900 Wedemark
Tel +49 (51 30) 600 - 329
edelgard.marquardt@sennheiser.com